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Lucile Grape

Alfred
Blackberry

Encore Grape

EMLONG'S

*Selected Fruits for
Farm and Garden*

Mastodon Strawberry

Cumberland Raspberry

Latham Raspberry

HENRY EMLONG & SONS, STEVENSVILLE, MICHIGAN

HERE is Positive Proof TO PLANT *Emlong's* GENUINE

A New World's Record Established by Emlong's Perfected Mastodon

Three acres produce the amazing yield of 18,458 quarts of berries. The plants were set out early in April. First picking 352 quarts July 18th; last picking November 10th, with vines still loaded with berries in all stages of development. By careful plant selection we have greatly increased the productiveness of this great variety and this record yield can easily be surpassed as it was made on only ordinary soil with just ordinary care during a dry hot Summer.

An actual photograph of section of one of the rows of Emlong's Mastodon that produced the record yield. Photographed by Mr. Harold Morse, Sept. 25th, about 100 days after the plants were set. Note the large and uniform size of the berries.



Emlong's Perfected Mastodon

The World's Greatest Money Maker

We could fill this catalog with testimonials from our customers telling of the big yields and big profits Emlong's Perfected Mastodon has given them, but we do not believe there is any limit to the amount of berries our Perfected plants will produce.

The best advice we can give is that you plant one of these demonstration blocks this Spring—that is if you want some real money real quick. About 100 days after planting you will commence picking big, red, ripe strawberries that will readily sell at 35 to 50 cents per quart and there wont be any let-up until late Fall.

Then in the Spring during the regular strawberry season you are going to have another big surprise because Emlong's Perfected Mastodon will at that time give you a bigger crop of first quality fruit than any other strawberry you have ever had.

After a short rest these same plants produce another fall crop—in fact when you plant this remarkable variety you have almost a steady stream of berries—which means Profits and that is what you are interested in.

Plant One of These Low Priced Demonstration Blocks and Be Convinced

Mastodon is no longer an untried and uncertain variety as it has proven its great value to thousands of gardeners and farmers the country over. No matter what your requirements in a strawberry are, Emlong's Perfected Mastodon will fill the bill. We are shooting straight from the shoulder when we tell you that Emlong's Perfected Mastodon is the greatest money maker of all time and to induce you to plant heavily to this crate and pocket filler we are making these special low prices on $\frac{1}{4}$ acre, $\frac{1}{2}$ acre, and acre collections.

- | | |
|---|---------|
| <input type="checkbox"/> $\frac{1}{4}$ Acre 2000 Perfected Mastodon | \$31.50 |
| <input type="checkbox"/> $\frac{1}{2}$ Acre 4000 Perfected Mastodon | 57.50 |
| <input type="checkbox"/> 1 Acre 8000 Perfected Mastodon | 110.00 |

The many unusual features of Emlong's Perfected Mastodon has created a tremendous demand for these plants, therefore we advise commercial planters to place their orders early to avoid disappointment.

Gentlemen:—

For the enclosed remittance send me at proper planting time the special demonstration block of Perfected Mastodon checked (X) above.

My Name

Town County.....

State Street or R. F. D.....

Join Our Mastodon Garden Club

HAVE YOUR BERRIES FREE AND A PROFIT BESIDES

We want to prove to your own satisfaction that EMLONG'S PERFECTED MASTODON really IS the WORLD'S GREATEST STRAWBERRY, and for \$4.65, which would buy only a few quarts of strawberries we will send you 200 of our BIG READY TO BEAR Perfected Mastodon plants that will give you a big supply of fresh delicious strawberries for two to five years, depending on the care you give them.

LET US PROVE TO YOU THAT WE HAVE TAKEN ALL THE "FOOL" OUT OF FOOLING WITH EVERBEARING STRAWBERRIES

Emlong's Mastodon comes to you ready to bear. There is no "fussing" around to do when you plant our Perfected Strain. Every plant is big and healthy, they'll start growing right off and in a few weeks they'll commence to produce berries. Don't try to stop them, it's no use—that's their nature, they just bear, bear and keep on bearing right up until late Fall. Emlong's Perfected Mastodon are 100% Everbearing—every plant produces a full crop of the biggest, finest berries man and nature has ever created.

\$150 in Cash Prizes

Knowing as we do the unusual productiveness of our Perfected Mastodon plants we know that members of our Mastodon Garden Club are going to have some almost unbelievable yields from these 200 plants and in order to get you to report these yields to us we are going to give \$150.00 in cash to customers reporting the best yields of berries these 200 plants produce up to October 15th.

The \$150.00 in prize money will be distributed as follows:

\$50.00 in Cash to the Member Reporting the Best Yield.

\$30.00 in Cash to the Member Reporting the Second Best Yield.

\$20.00 in Cash to the Member Reporting the Third Best Yield.

Ten \$5.00 Prizes to Members Reporting the Ten Next Best Yields.

All reports must reach us by October 25th, 1928, and checks to winners will be mailed about November 1st.

Join this Garden Club today. You'll have berries to eat, berries to sell and a chance to win one of the thirteen cash prizes.

Please enroll me as a member of Emlong's Mastodon Garden Club. I enclose herewith \$4.65 for which send me 200 Ready to Bear Mastodon plants at proper planting time.

My Name

Town County.....

State Street or R. F. D.....

That it will **PAY BIG**

RECORDED
★ JAN 30 1928 ★
U. S. Department of Agriculture.

PERFECTED *Mastodon* STRAIN

This is the Greatest Money-Making Strawberry Ever Perfected

**Emlong's Mastodon Saves the Day for Mr. Southerland—Disabled
and Unable to do Hard Labor, Less Than Two City Lots
Gives Him a Profit of Over \$600.00.**

Jonesboro, Ind., November 1st, 1927

Dear Sirs:

I have had my second year's experience with Emlong's Mastodon Ever-bearing Strawberry and will say right now that they have given me the very best satisfaction of any purchase I have ever made. My small bed of 1½ city lots has positively paid me a net profit of over \$600.00 this season which is at the rate of more than \$2000.00 per acre. They bore the finest berries I ever saw. Plants that were 1½ feet apart the fruit would lap, and I have witnesses to prove that I had 142 berries on a single plant and have picked 15 large, perfect berries at one time. If it had not been for my Mastodon I don't know what I would have done this summer as I have been unable to do hard work. We have lived off them and have money in the bank. Having grown berries practically all my life I have tried about every variety but your Mastodon surely beats them all and if people knew how good it really is you could not grow enough plants to supply them. Hundreds of people have seen my berries this summer and told me they had never seen such a sight. I told them they were Emlong's Improved Mastodon, that they could buy them from you folks and would get just what they ordered. I will order several thousand more next spring as this is the biggest and quickest money maker anyone has ever seen.

H. SOUTHERLAND

Prominent Western Nurseryman Endorses Emlong's Mastodon

Alexandria, Minn., Jan. 24th, 1927

Gentlemen:—

Please quote your best price on Genuine Perfected Mastodon. When you say they are better I believe you as I have found it so from the time I started to buy your stock in 1916. We bought Mastodon from another grower in 1925 but there were too many drones and unproductive plants among them. But with your reselection there is no question in my mind but what Mastodon is the real leader of them all.

ALEXANDRIA NURSERY CO.

This Michigan Grower Makes an Actual Test

Utica, Mich., October 23rd, 1927

Dear Sirs:

Your records will show that I purchased 100 of your Mastodon plants last spring and stated that I did not believe there was any difference in Strawberry plants. I am now ready to acknowledge my mistake as I bought plants from four other growers. Your plants started to bear 10 or 15 days earlier, berries averaged larger. The 100 plants from your firm outyielded the next best by 12 quarts. You have a great berry and no mistake.

ANTHONY LANKO

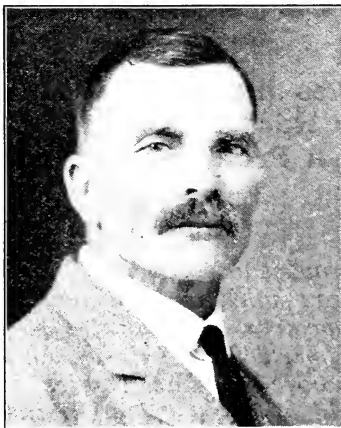


BUY YOUR PLANTS AND TREES YOU SAVE MONEY AND

**Many Years Experience in Growing
Nursery Stock Enables Us to Give
You Highest Quality at Low Cost**



CLYDE EMLONG



HENRY EMLONG



RALPH EMLONG

"WE" ARE AT YOUR SERVICE

With due apologies to Col. Lindbergh and his famous "Spirit of St. Louis" the above "we" is made prominent to impress upon you the fact that there are three Emlongs actively engaged in this business of growing Fruit Plants, Fruit Trees and Ornamentals of the highest quality. We are mighty proud of the fine stock of trees and plants we are offering this season and if you expect to plant Nursery Stock the coming Spring we solicit your patronage knowing that we can give you greatest value for your money. More than 50 years "at it" has taught us many ways of improving varieties, cutting growing costs, digging and packing so that every atom of life and vigor is transferred from our propagating beds to your fields and gardens. Nothing but actual experience could give this knowledge; that is why we say it is safer for you to deal with EMLONG'S.

A FEW WORDS ABOUT OUR BUSINESS

The origin of our Big Fruit Plant business dates back more than half a century—1875 to be exact—when Henry Emlong, the senior member of our firm located here in Southwestern Michigan and pioneered Fruit Growing in what is now the World's Most Famous Fruit Belt. The Nursery now comprises 400 acres of the finest fruit plant soil in the world and millions of Strawberry, Raspberry, Blackberry Plants, Grapevines and other stock are produced annually. Our Nursery business ranks as one of the three largest of its kind in the United States. We are not telling you this in a boastful spirit but merely to impress upon you the result of a superior product and honest, square dealing.

MORE THAN 50,000 SATISFIED CUSTOMERS

"Wherever fruit is grown Emlong customers are making big money." The folks who started to deal with us years ago are still with us and we number among our regular satisfied customers many of the largest buyers in the United States—Fruit Associations, Nurserymen, Public Institutions, large Commercial planters, etc. If we can please this careful class of buyers, we can please you. WE KNOW IT—and a trial order will convince you. If you expect to plant fruit trees, fruit plants or ornamental stock this season, send us your order now—whether it amounts to \$1.00 or \$1,000.00 it will receive the same careful attention and you will plant some of the finest stock that can be grown because we have only one grade and that THE BEST.

DIRECT FROM THE GROWER MAKE SUCCESS CERTAIN



Mr. Cunningham's Experience Tells the Whole Story. Stock From Twelve Other Nurseries Absolute Failures Then Has Wonderful Results With Emlong's Plants

O'Neal, Ark., Jan. 19, 1927.

Gentlemen: I bought some fruit plants from you last Spring and am writing this letter to thank you for sending me such large, healthy plants. You will better understand how really proud I am of them when I say that I have been trying for the past four years to get my garden set to Raspberries and Blackberries and that I have ordered plants from twelve different nurseries and your plants are the first ones that I have got to grow. All others would die out before the Summer was half over, or would fail to show any growth at all. In spite of the awfully dry Summer last year your stock made a wonderful growth and what is more, I picked quite a number of berries from these young plants. All of them made a fine growth and I expect to grow all the berries that we will need this year.

H. B. CUNNINGHAM.



This is Darrell—not much of a farmer yet but as he spends most of his time with "Granddad" he should know a lot about trees and plants some day.

Emlong Stock Is Dependable, Productive— Healthy—Vigorous

Mr. Cunningham is only one of many thousands who have had such gratifying results with EMLONG'S Trees and Plants, and we are not making an idle boast when we tell you that EMLONG stock IS more dependable, more productive, and more vigorous than other stock. A trial will convince you just as it has Mr. Cunningham and thousands of others.

Leading Horticulturists and successful Fruit Growers everywhere will tell you that soil and climatic conditions here in Western Michigan are especially suited to growing Nursery Stock of the highest quality, and when you plant EMLONG stock you are doubly protected because you derive the benefit of the many years we have devoted to perfecting big yielding strains.

When you plant healthy vigorous stock you are certain to harvest BIG PAYING crops for many years, while diseased plants and trees are short lived and produce inferior fruit. That is why we are very careful to furnish EMLONG customers the healthiest, thriftiest, and most productive stock it is possible to grow.

You Cannot Afford to Take Chances

Why take chances with ordinary stock—stock that has been carelessly grown, carelessly handled and carelessly packed, probably dug from old fruiting fields, diseased and only half alive. EMLONG stock is grown for one purpose only—to give our customers the best of everything—stock that will live, grow, and produce big paying crops of fruit. It is this determination that has given us many thousands of happy satisfied customers in every section of the United States and Canada.

Emlong Stock Doubly Inspected

Knowing as we do the great importance of planting disease-free stock, every precaution is taken to keep our plants and trees absolutely clean. In addition to our own precautions to detect the slightest indications of disease our stock is inspected twice each season by trained men from the Michigan State Department of Agriculture and any plant or tree showing the slightest indication of disease is destroyed. Every shipment will bear a copy of our Michigan Certificate of Inspection.

STOP PAYING HIGH PRICES

Grow Your Own Fruit



Your Own Berries and a Profit Besides

Yes Sir and Yes Ma'm! You are making one big mistake if you are not growing at least enough fruit for home use. Right out there in your garden, back yard or along one side of a field, Emlong's sure-to-grow, big yielding fruit plants will produce a big supply of the finest fruit you ever ate. Nothing else can give you the satisfaction and pleasure you'll have in growing your own berries. You will not only **SAVE MONEY**, you will **MAKE MONEY** as you will find an eager demand for any surplus you may have.

Your Family Needs Fruit

Fruit is not a luxury, it's a necessity, one of the most nourishing and healthful of all foods and enjoyed by all whether eaten fresh from the vines, or when made into preserves, jams, jellies, pies, or the countless other tempting ways it can be prepared and served.

Provide It at Small Cost

Do you know that the money you pay for a few quarts of stale, inferior fruit will buy Strawberry, Raspberry, Blackberry and Grape plants that will give you a year around supply of delicious, high flavored, finest quality berries? You will have them just when you want them and they'll have an added attraction because they are coming right from your own vines.

No Experience Required

It don't require a lot of experience, petting and care to produce berries with **EMLONG'S FRUIT PLANTS** because they are healthy, vigorous, 100% producers; in fact it's almost impossible to keep them from fruiting. Just plant them this Spring, hoe them occasionally to keep the weeds down, and next season they will show their appreciation by giving you loads of beautiful berries.

Here is the Proof

The following letter is typical of hundreds we receive every season, and proves beyond all doubt the value of a Home Fruit Garden:

Waynesboro, Pa.

I must tell you about the wonderful success I had with your Strawberry plants. In the Spring of 1925 I bought your Prize Winner garden. This year (1926) I picked from the 300 plants, 650 quart boxes of beautiful berries which I sold at 30 cents per quart. A profit of \$195.00 from an investment of only \$4.50. People came from miles around to see the wonderful plants and berries.

W. R. SPRENKLE.

Just a little of your spare time and a few of our plants will do the same for you. Make your selection **NOW**. Send in your order today. Your plants will be reserved and sent to you at proper planting time.



"We made a net profit this year of \$700.00 from two-thirds of an acre of strawberries grown from your plants. Berries were unusually large."

WILLIAM SIEFERS, Iowa.

WHY WASTE TIME

GROWING ORDINARY CROPS

FRUIT \$500.00 PER

TO

PAYS \$1500.00 ACRE



This is the "Gold Mine" of Bennet & Son, Washington, Mich. Further proof that EMLONG'S Strawberry plants are the safe and sure kind to plant.

of ordinary farm crops. Show me a prosperous farmer and I'll show you a fruit farmer. The reason for this is plain and simple—there is a big surplus of ordinary farm crops such as Wheat, Potatoes, Corn, Cotton, etc., while on the other hand there is a shortage of Berries and other fruits.

The Volstead Act Boon to Fruit Growers

Whether you are in favor of prohibition or not, there is no getting around the fact that this law has meant millions of dollars to the fruit growers of this country. The thousands of places that were formerly saloons are now soft drink parlors, serving ice cream sundaes, sodas and soft drinks and all of these are composed largely of fruit juice. Thus there has been a tremendous increase in the demand for fruit, therefore BIG PRICES which accounts for the prevailing prosperity in all fruit growing localities.

Get Your Share of This Easy Money

There are no secrets involved in making big money with berries. An acre of Strawberries will prove that to your own satisfaction on your own farm, and it only takes about a year to prove it. Thousands of other farmers with land like yours, the same amount of land and the same training and ability have paid for their farms and become INDEPENDENT growing fruit.

There is nothing but yourself to keep you from making the BIG PROFITS enjoyed by others. You have the land, we have the plants—get them working together. Every dollar you invest in Emlong's Profit Making Plants will bring you \$40.00 to \$50.00 or more in berries.

Others Are Doing It. Why Not You?

Out in Iowa, "Where the West begins and the tall corn grows," Frank Arndt got tired of losing money on corn, planted two acres of Strawberries and cleaned up \$1,985.00 the first year. Way out in Minnesota, H. H. Krumwiede's produced at the rate of \$1,600.00 per acre. "\$2,150.00 net from 2½ acres," reported C. L. Teckler of Illinois, and another Illinois customer, Mr. Stone, not to be outdone reported \$1,365.00 from less than an acre. But the ladies are just as successful with EMLONG'S plants—Mrs. Maitland down in Ohio, reports her profits as \$1,500.00 per acre, and down in the coal mining region of Pennsylvania, Mrs. Fred Lee sold \$110.00 worth from only 250 plants.

You'll do just as well as these folks have because the plants we send you will be the same high powered, big yielding strain that produced these big profits.



C. L. Teckler, a real estate man at Crystal Lake, Illinois, realized a profit of \$2,150.00 from 2½ acres. He planted EMLONG'S BIG YIELDING STRAINS—IT PAYS.



EMLONG'S

BIG YIELDING

The Result of more than

WILL GROW and PRODUCE



Our Big Berry Plant Nurseries are located in Southwestern Michigan in the very heart of the world's greatest fruit growing section, and the superior quality of EMLONG'S plants and the reputation they have for producing big crops is due in a large measure to the many natural advantages we enjoy. Ideal soil, good climate, abundant rainfall, a long growing season—these are all important factors in helping us produce fruit plants of the highest quality—plants that are strong, healthy and 100% productive.

However, natural advantages alone are not responsible for our success and the success of our thousands of customers. We are not and never have been satisfied with "just as good" but are constantly striving to improve the quality, vigor and productiveness of our products, thereby assuring the satisfaction and gaining the confidence and good-will of every one intrusting their orders to us.

Two generations of Emlongs, covering more than fifty years of fruit growing experience, have given their undivided attention to growing stock of the greatest possible fruiting ability, and the many up-to-date operations we employ in soil preparation, selecting propagating stock, planting, cultivation, spraying, digging, grading and packing for shipment, are seemingly little things, but in reality they are the BIG THINGS that may mean the difference between your success or failure.

STRAWBERRY PLANTS

50 Years Berry Growing Experience
BIG CROPS and BIG PROFITS FOR YOU

Cost No More Than Ordinary Plants

Naturally you will wonder how we can produce the finest and most productive plants it is possible to grow and sell them at a low price. There are many reasons for this and probably the most important is the fact that our growing and selling costs are reduced to a minimum. By means of crop rotation our soil is rich and fertile. Make one acre do the work of three is the slogan on our farms. and by the use of trucks, tractors and other labor saving machinery and equipment our work is done cheaply and quickly.

But They Do More

Why do big fruit growers everywhere prefer Emlong stock and plant it year after year? Simply because it produces more fruit, more dollars and therefore more satisfaction. Why take chances? You wouldn't take a scrub cow if you could buy a pure-bred for the same money. Surely not—so this year plant Emlong stock and take advantage of the years we have devoted to perfecting our big yielding strains.

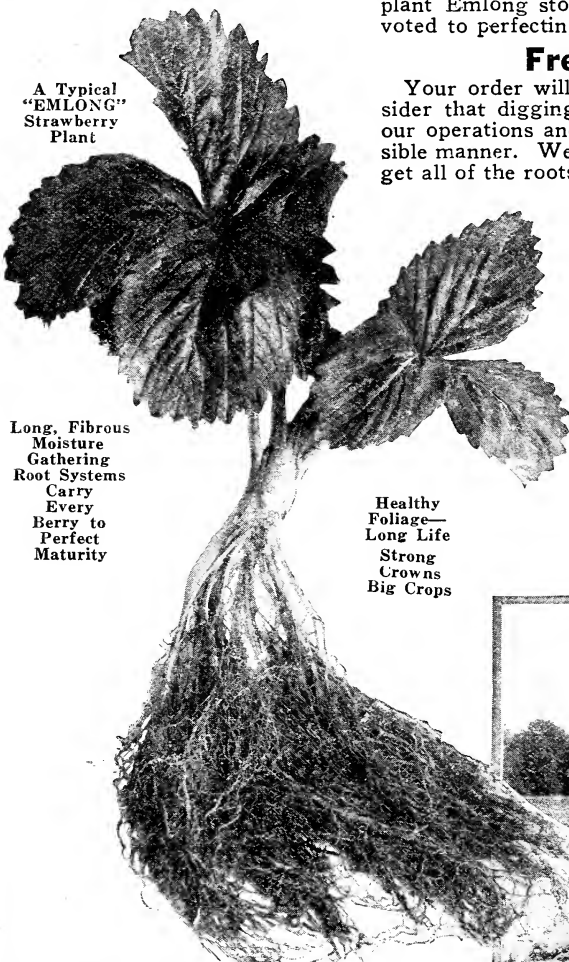
Fresh Dug for Every Order

Your order will be filled with strictly fresh dug stock. We consider that digging our plants is one of the most important of all our operations and spare no expense in doing this in the best possible manner. We have devised our own special methods so that we get all of the roots and handle them so carefully that they reach our packing house in perfect condition.

They Reach You Full of Life

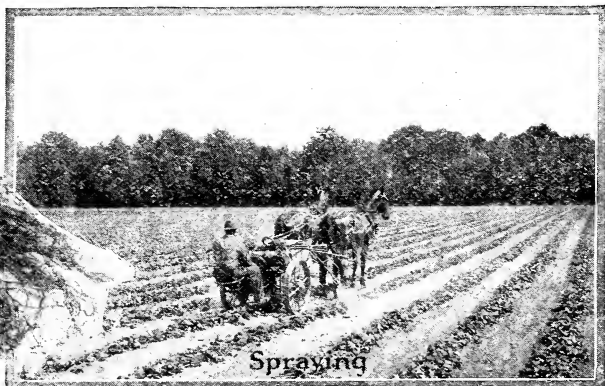
Our famous "round the world packing" delivers the stock in perfect condition. A Kansas Express Agent writes, "Have handled shipments from practically every Nursery in the country, but your packing beats them all." Having packed millions of Fruit Plants, Trees, etc., we of course should know how to do it best. But it's not the expert packing alone that brings our stock to you in perfect condition. The knowledge we have gained through long years of experience in growing and handling Nursery Stock, and applying that knowledge to every order makes possible the big crops and big profits realized by our thousands of customers.

A Typical
"EMLONG"
Strawberry
Plant



Long, Fibrous
Moisture
Gathering
Root Systems
Carry
Every
Berry to
Perfect
Maturity

Healthy
Foliage—
Long Life
Strong
Crowns
Big Crops



Spraying

YOU CAN'T BUY CROP INSURANCE—YOU JUST
"GET" IT OR YOU DON'T

Here Are Three "Ways" To Make Big Strawberry Profits

PREMIER EXTRA-EARLY

variety can give you any more pleasure, satisfaction or profit. Premier succeeds everywhere and never fails to give a big crop of the very finest berries. It is frost-proof, drouth-proof, and even fool-proof—producing its customary big load of fruit even under the most unfavorable conditions. The foliage is tough and healthy and grows tall and rank, covering the blossoms and berries and protecting them from frost and scalding sun. From every angle Premier is solid gold, 18-karat, true-blue and will make big money for you.

In Premier we offer you the greatest extra early Strawberry of all time. However, the early ripening of this variety is only one of its many good features. It is immensely productive and unlike other early ripening Strawberries the fruit produced by Premier is of the very finest quality, color, texture and flavor and last but not least every berry is large in size and uniform in shape. For every purpose that a Strawberry is wanted Premier is supreme—eating, canning, preserving, local or distant market—no other

BREEDING PAYS BIG WHETHER IT'S STRAWBERRY PLANTS, COWS, HENS OR HOGS

"I didn't think there was any difference in Strawberry plants but your Premier produced more and bigger berries and brought better prices than Premier I bought two other places. I intend to refer my friends to you.

Alfred Cadwalader,
Corbin, Kansas.

"The Strawberry With a Different, Delicious Flavor." Cooper is the elephant of the Strawberry family as it produces bigger berries, sweeter berries and more of them than any other variety. Introduced by us in 1922 it has become popular with little and big Strawberry growers, East, West, North and South. It has no preference for soil or climate, but adapts itself readily to all conditions. For home use Cooper is in a class by itself, and no other variety will make more crates or more dollars for commercial growers. Ripen-

COOPER MID-SEASON

ing in midseason with Gibson and Dunlap, Cooper is bearing heavily after these varieties are gone. The long fruiting season is due to the exceptional vigor of the plant—the long roots going down and down after moisture, carrying every berry to perfect maturity. The last berries are just as large as the first, 18 to 30 filling a quart box and many of them measuring 5 inches around. To know the full meaning of **Strawberry satisfaction**, plant Cooper this Spring. But—make sure you are planting the original Emlong Big Yielding Strain.

COOPER BERRIES SELL FOR A NICKEL EACH

Can you beat this? "I sold my first crate of Cooper berries on the street at five cents each, and the entire crop brought \$5.00 or more per crate, many quart boxes containing only 16 berries."

J. W. Butterfield,
Box 339, Indianapolis, Ind.

PEARL EXTRA-LATE

frosty locations. The immense foliage gives ample protection to both the bud and fruit. During our tests with this variety it has proven equally desirable for light or heavy soil; prolific in plant as well as fruit, it makes an ideal fruiting row under all conditions. The berries are large, uniform, solid and red clear through, and very attractive, with excellent flavor. Pearl prolongs your season and increases your profits, extra late berries always bring fancy prices.

This extra late variety completes the circle we have been working on for so many years—a late Strawberry that could be depended upon to produce quality and quantity—a big paying crop regularly, under all conditions. Whether you are growing Strawberries for home use or for market a long fruiting season is desired and when you plant Premier, Cooper and Pearl you are planting the most profitable and longest-fruiting combination it is possible to obtain.

Because of its late blooming season Pearl is the ideal variety for

Think This Over

Our stock is all grown on rich upland soil, fresh-dug, carefully packed and **GUARANTEED** to reach you in perfect condition. Fifty-two years of Fruit Growing experience has taught us the "know how."

For Prices See Page 36.

Emlong's Strawberry Gardens

**Specially Priced and Arranged to Meet the Needs of
of Every Family**

Why not grow your own big, sweet, delicious strawberries? Nothing else can give you the pleasure, health, satisfaction and profit you will find in your own strawberry garden. If you will plant one or more of these Garden collections this Spring you will be amazed by the big supply of first quality and fine flavored fruit you can grow so easily.

Even though you have never grown strawberries before or if you have tried and failed, don't let anything keep you from enjoying your own strawberry garden. Emlong's Perfected strains are easy to grow and sure to yield big crops even under the most trying conditions, as they are heavily rooted, vigorous, and immensely productive.

STRAWBERRY GARDEN COLLECTIONS at Special Low Prices

These collections are composed of our very finest varieties and are so arranged that they will give a continuous supply of fruit over a long season. You will find these varieties specially desirable for home use as they produce first quality, fine colored, fine flavored and attractive berries that will meet your every requirement whether eaten fresh from the vines, served on the table, preserved, canned or for market.

IDEAL GARDEN

25 Mastodon
25 Premier
25 Cooper
25 Pearl

ONLY \$2.15

BUNGALOW GARDEN

50 Mastodon
50 Cooper
50 Premier
50 Pearl

ONLY \$3.50

SUBURBAN GARDEN

100 Mastodon
100 Cooper
100 Premier
100 Pearl

ONLY \$5.50

BACK YARD GARDEN

100 Aroma
100 Gibson
100 Dr. Burrill
100 Pearl
100 Premier

ONLY \$4.25

SPARE TIME GARDEN

200 Premier
200 Dr. Burrill
200 Gibson
200 Aroma
200 Pearl

ONLY \$6.95

One of these gardens will just "fit" your needs. They are all good. Select the one that appeals to you and send in your order today.

Gentlemen:—

For the enclosed remittance send me at proper planting time the strawberry collections checked (X) above.

My Name

Town County.....

State Street or R. F. D.

No discount allowed on special collections. (SEE OTHER SIDE).

Fruit Farmers Make Big Money

Why Not Get Your Share?

Strawberries Are Easy to Grow and Return a Big Profit Quick

Plant one of these demonstration blocks this Spring and we will convince you that there really is big profits in strawberries. The increasing demand everywhere for this fine fruit makes it a source of real profit to Fruit Growers and if you are not growing strawberries you are making one big mistake. Year in and year out strawberries will give you a bigger income than any other fruit and as to ordinary farm crops an acre of strawberries will give you a greater cash income than 20 to 40 acres of ordinary crops.

Many of our customers report incomes higher than \$1,500.00 per acre but even \$500.00 to \$1,000.00 per acre is a pretty good income early in the Summer. If you need money quick grow strawberries, and you will be making the right start if you plant

Emlong's Famous "Big Three"

Low Price Demonstration Blocks

There never has been and probably never will be another trio of Strawberries that will equal Premier Early, Cooper Midseason and Pearl Late as a money making combination. If we were planting 100 acres for fruiting it would be planted solid to these three great varieties and the new Mastodon.

There is Big Money in Strawberries and by planting one of these demonstration blocks you are assured unusual profits. You will get the fancy prices always paid for extra early and extra late berries. Your berries will sell for a premium above all others—because all of your berries will be **Extra Fancy**.

☐ **¼ Acre Collection**

1000 Premier
500 Cooper
500 Pearl

\$12.25

☐ **½ Acre Collection**

2000 Premier
1000 Cooper
1000 Pearl

\$23.50

☐ **1 Acre Collection**

4000 Premier
2000 Cooper
2000 Pearl

\$42.50

Gentlemen:—

For the enclosed remittance send me at proper planting time the demonstration collection checked (X) above.

My Name

Town County.....

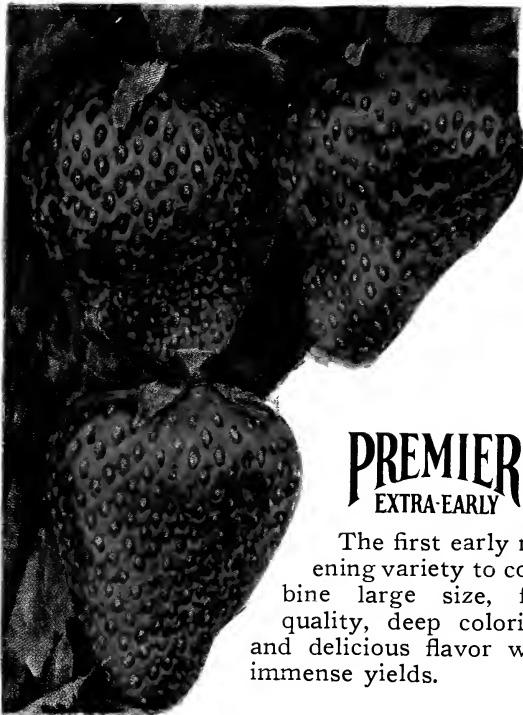
State Street or R. F. D.....

No discount allowed on special collections. (SEE OTHER SIDE).

Big Profits

**Assured if You Plant These Fancy
Sure-Cropping, Big Yielding
Varieties**

Here is the finest fruiting combination for home or market. Extra Early to Extra Late. A continuous fruiting season of six to eight weeks and a profit of \$500.00 to \$1,500.00 per acre under favorable conditions.



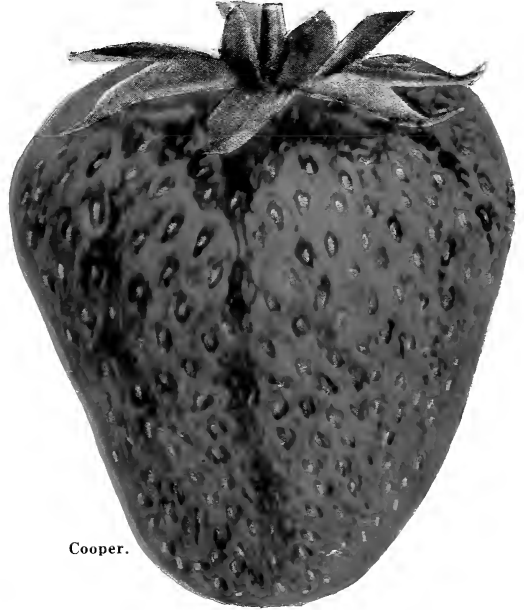
PREMIER EXTRA-EARLY

The first early ripening variety to combine large size, fine quality, deep coloring, and delicious flavor with immense yields.

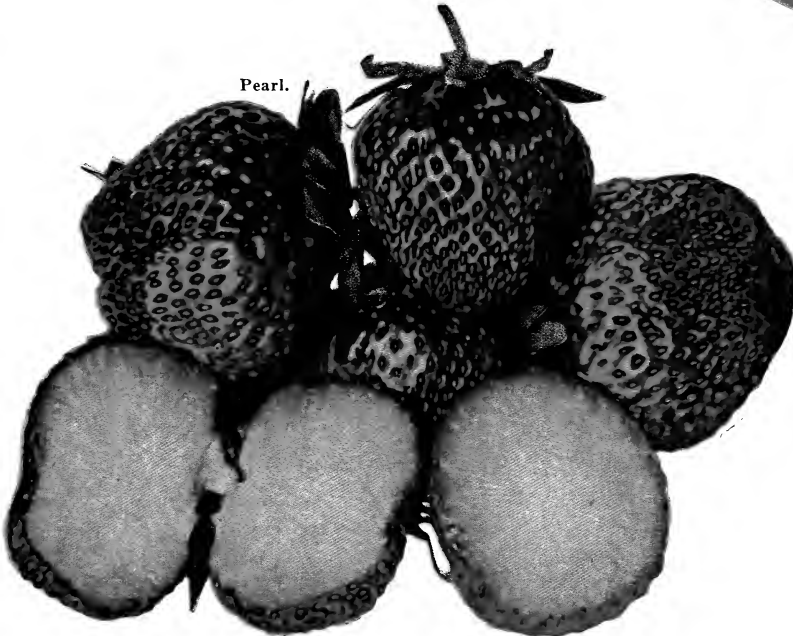
Premier.

COOPER MID-SEASON

This great Strawberry, introduced by us in 1921, has taken the country by storm. Cooper is a big producer of extra fancy fruit and no garden or field is complete without it.



Cooper.



Pearl.

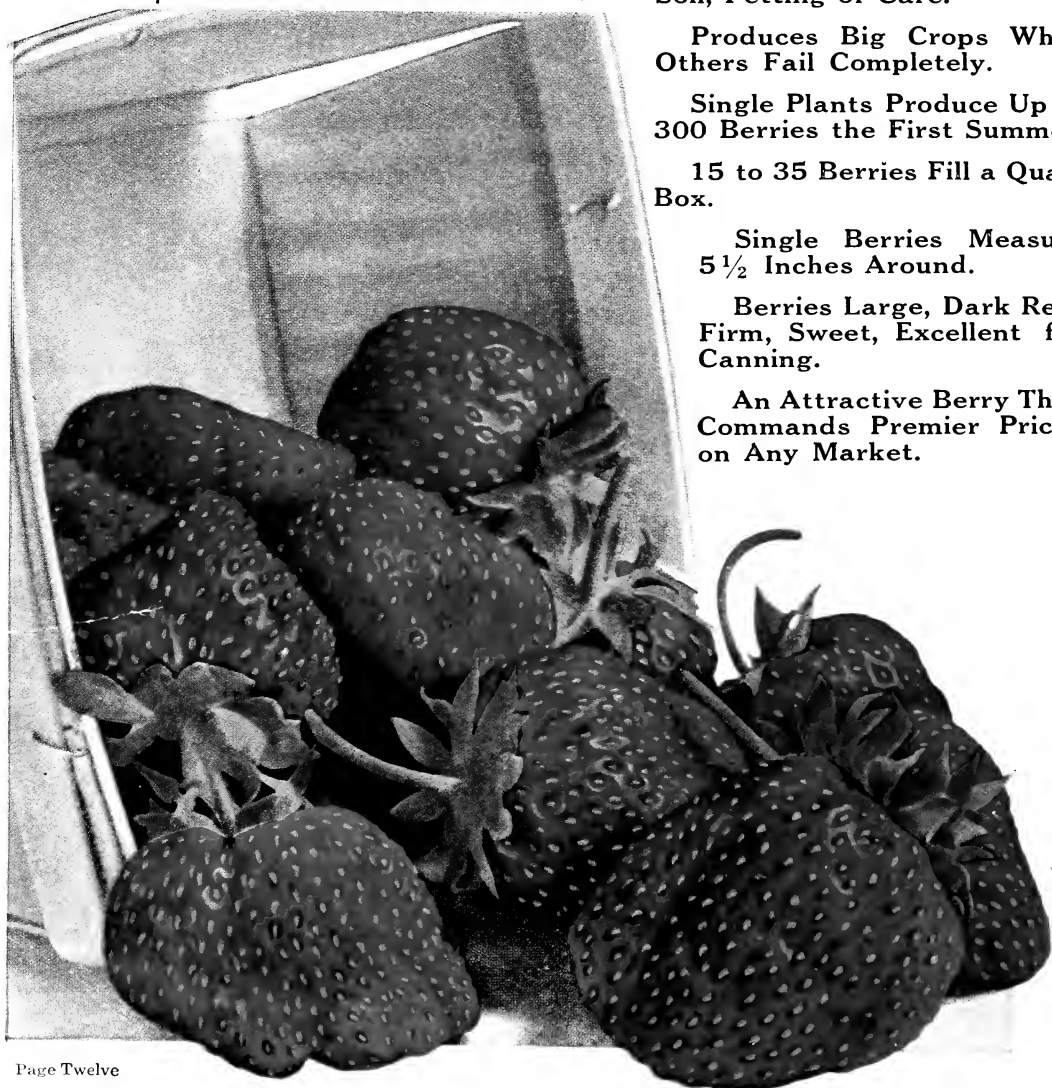
PEARL EXTRA-LATE

Top off your season and increase your Strawberry profits with Pearl. When other varieties are gone Pearl commences to bear and commands the big prices always paid for late fancy fruit.

Extra late fruit as well as extra early strawberries are always in demand and when you plant Pearl you will have the very latest as it does not commence ripening until all other varieties are gone.

EM LONG'S *Big Yields If You Plant* **GENUINE PERFECTED MASTODON**

THE SUMMER AND FALL CROP—Three acres produced 18,458 quarts. NOTHING EQUALS IT AS A JUNE VARIETY—Two acres produced 20,352 quarts during the regular Strawberry season. AN AVERAGE YIELD OF 16,326 QUARTS OF FANCY, DELICIOUS FRUIT PER ACRE WITHIN 14 MONTHS AFTER PLANTING.



Every Plant Produces a Full Crop.

Commences to Bear 90 Days After Planting.

Does Not Require Special Soil, Petting or Care.

Produces Big Crops When Others Fail Completely.

Single Plants Produce Up to 300 Berries the First Summer.

15 to 35 Berries Fill a Quart Box.

Single Berries Measure 5 1/2 Inches Around.

Berries Large, Dark Red, Firm, Sweet, Excellent for Canning.

An Attractive Berry That Commands Premier Prices on Any Market.

of Big Delicious Berries Assured This Original Big-yielding Strain

Three crops of Strawberries within eighteen months after planting sounds like a big statement, doesn't it? Well, it is a big statement—and it must be because Emlong's Perfected Mastodon is a BIG THING. In fact it is the most marvelous, sensational, startling and valuable improvement ever known in Strawberries.

Why plant ordinary varieties and wait a year or more for returns. This Spring plant Emlong's Perfected Mastodon and cash in on the BIG PROFITS growers everywhere will realize from this great variety. When you plant Emlong's Perfected Mastodon you make one acre do the work of three because Mastodon produces THREE BIG CROPS in the same time ordinary varieties require to produce only one.

Big Yields of Big Berries Under All Conditions—Does Not Require Special Soil, Petting or Care

Emlong's Perfected Mastodon is the ONE Everbearing Strawberry for common, ordinary fellows like you and I, because expert knowledge, special soil, etc., are not required to make these plants produce their customary big crops of delicious berries, Spring, Summer and Fall.

Just plant them out this Spring in ordinary soil that will produce good garden or farm crops, give them only ordinary care, keep the blossoms cut off until July 1st—that's all there is to it. In about three weeks you'll have berries—big, red, delicious berries—lots of them and you will continue having them until Winter.

That's the first crop, then along in the Spring when ordinary varieties are producing their first crop Mastodon gives you its SECOND crop—and a big crop, too, because in addition to being by far the best Fallbearer it is a wonderful June bearing variety. Then after a short rest these same plants commence producing another Summer and Fall crop. There you are, three full crops in eighteen months—how can you make money any faster?

Will It Pay to Grow Mastodon for Market?

You are probably wondering if it will pay you to grow Mastodon for market. We say YES—and right out loud, too. In fact we are so firmly convinced of the money making possibilities of Emlong's Perfected Mastodon that we will plant 50 acres solid to this variety next Spring. Why not? Big profits are quick and sure—there is no frost to worry about and the big demand for fancy first quality berries like those produced by Mastodon assures a big price for every crate we can produce.

If you want to make money—big money, quick money, easy money—plant Mastodon. Every dollar you invest in Emlong's Perfected Mastodon can give you a profit of \$50.00 or more. Think of it!—three crops in 18 months. We predict that Mastodon will become America's most popular Strawberry—why should you be satisfied with less.



This is a familiar scene on our farms any time during August, September, and October. We have found Mastodon a real moneymaker and you should plant every available foot of space to this remarkable variety.

We Have Spent Years Perfecting Our Strain of

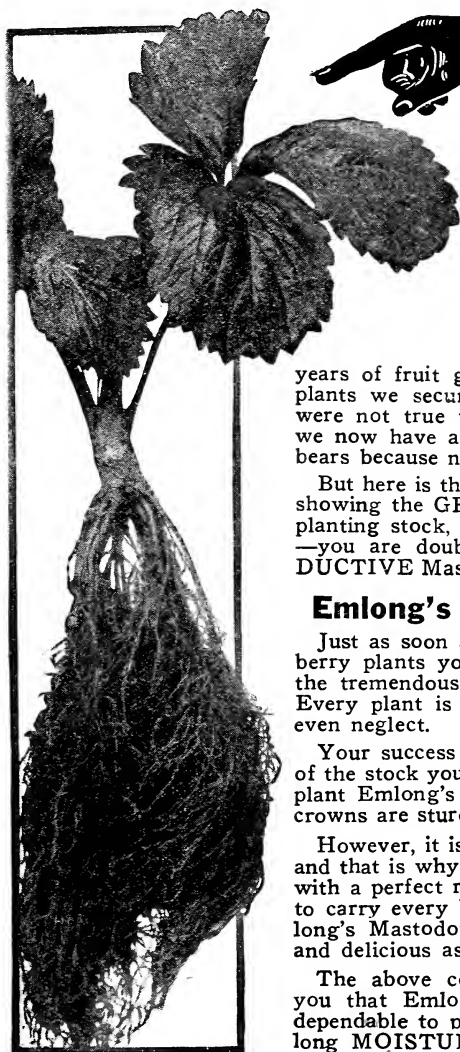
MASTODON

**But Now Every Plant Bears Big
Crops as We Have Eliminated
All Drones and Weaklings**

When you plant Emlong's Perfected Mastodon you are reaping direct benefit from the three years we have devoted to bringing this valuable new Strawberry to its present state of perfection and productiveness.



**This is an EMLONG PERFECTED
MASTODON STRAWBERRY
PLANT**



In September of 1922, when we first saw Mastodon on a little hilly farm in Indiana, we knew that it would not only become the greatest Strawberry for home use, we knew also that it would prove of tremendous value to commercial growers, and decided then that it was well worth every effort we could put forth in selection and breeding.

The knowledge we have gained in more than fifty years of fruit growing has been devoted to the improvement of the first plants we secured from the originator and by destroying all plants that were not true to type and that did not show satisfactory fruiting ability, we now have a strain of Mastodon that is 100% productive. Every plant bears because no drones are allowed in our fields.

But here is the most important thing of all. By selecting only those plants showing the GREATEST POSSIBLE FRUITING ABILITY for our own planting stock, we not only give you plants that are 100% PRODUCERS—you are doubly protected because you are planting the MOST PRODUCTIVE Mastodon plants money can buy.

Emlong's Mastodon Comes to You Ready to Bear

Just as soon as you see a bunch of Emlong's Perfected Mastodon Strawberry plants you will readily understand why there is nothing unusual in the tremendous amount of fruit they will produce so soon after planting. Every plant is big and thrifty—well able to withstand severe drouth and even neglect.

Your success or failure with any fruit will be determined by the quality of the stock you plant—therefore, you are more certain of success when you plant Emlong's Mastodon because every plant is vigorous and thrifty—the crowns are sturdy, strong and prolific.

However, it is a well known fact that the life of any plant is in the roots, and that is why our soil is especially prepared in order to provide our plants with a perfect root system—long, sturdy, fibrous roots that have the power to carry every berry to perfect maturity. The berries you pick from Emlong's Mastodon along in October and November will be as big, perfect and delicious as those you pick in July and August.

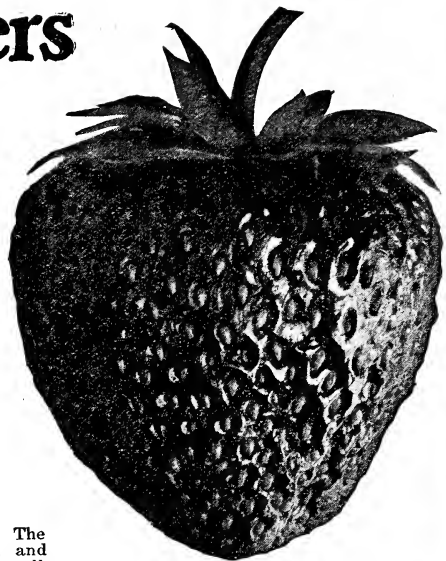
The above certainly deserves your consideration and should convince you that Emlong's Perfected Mastodon are the safest, surest and most dependable to plant because the difference between ordinary roots and our long MOISTURE GATHERING roots may mean the big difference between your SUCCESS or FAILURE. You cannot afford to take that chance—so don't take it. Play safe—plant Emlong's Big Yielding Strain. Every plant guaranteed 100% healthy, vigorous, true-to-name, productive and backed by more than 50 years fruit growing experience.

Leading Fruit Growers Everywhere Endorse this Marvelous Strawberry

IT HAS TAKEN MASTODON ONLY TWO YEARS TO PROVE ITSELF A UNIVERSAL FAVORITE. East, West, North or South—Gravel Soil, Clay Soil, Muck or Sand, the results are always the same. The following extracts from letters will give you an idea of its value and the popularity it has gained.

C. A. BOYER OF THE MICHIGAN DEPARTMENT OF AGRICULTURE SAYS:

"I am convinced that you at last have a profitable commercial everbearer. Your plants are large, sturdy, vigorous, and unusually productive. Fruit large, uniform and smooth. The color, flavor, and appearance all exceptional."



"In my opinion Mastodon is the greatest achievement ever known in strawberries. It is a greater producer of large, uniform fruit than any other variety. I have grown all of the everbearers and many of the Spring varieties, and Mastodon berries are by far the largest I have ever seen. I had berries so large this Summer that I had to crowd them to have nine berries top a quart box.

Regardless of the fact that over half of my crop has been ruined by excessive rains, my small patch has already produced at the rate of \$600.00 per acre and is still bearing heavily."

A. J. MILLER,
Fort Madison, Iowa.

**80 to 90 DAYS AFTER PLANTING
IT WILL BE LOADED WITH BERRIES LIKE THIS**

Indianapolis, Ind.
"Mastodon is an exceptional berry. Fruit large, smooth; quality and flavor fine. From the 100 plants bought of you last Spring we have had all the berries we could use all Summer and Fall. Last three quarts picked November 5th; vines still loaded."

J. W. BUTTERFIELD.

Lima, Ohio.
"Would not give ordinary everbearers standing room. But you can book me for 10,000 Mastodon—price is no object—this variety is a world beater."

C. S. COPUS.

Onawa, Ill.
"The Mastodon Everbearing Strawberry plants have surely done fine. I have tried every other variety I have ever heard of and the Mastodon is by far the best of all."

ROYCE FAIRCHILD.

Tower Hill, Ill.
"I bought 100 Mastodon of you this Spring and this Fall had all kinds of berries and big ones when other berries died during a dry time. Your Mastodon seems to pay no attention to the dry weather."

JOE L. CANON.

Olin, Iowa.
"Am 70 years old and have been growing berries all my life, but your Mastodon 'takes the cake.' One of its best traits is its vigor and hardiness, besides producing berries all Summer and Fall; every plant has made fifty or more runner plants. Every plant bears heavily and every blossom makes a berry equal in quality, size and flavor to the best of the June bearers."

D. L. SMITH.

Central Point, Oregon.
"Every one of the Mastodon plants grew and have done fine. They began bearing a short time after I set them and kept it up until frost killed the bloom. We had our last mess of berries the 19th of November."

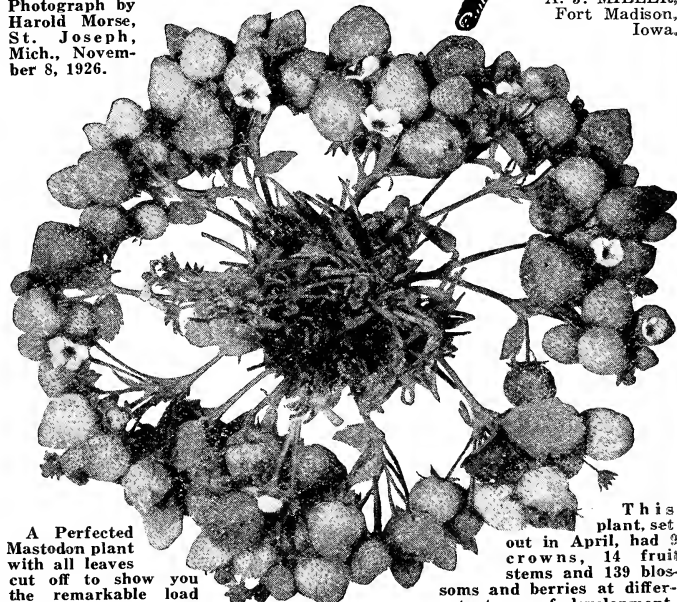
JOE B. STEVENS.

Warsaw, New York.
"Mastodon is a wonder, not only as an everbearer, but in growth of plant and in quantity and quality of berries. In fact, they outclass all other varieties to such an extent that there is no comparison. I am unable to express all I would like to say about them."

A. J. WILKIN.

"Mastodon is marvelous. I have counted 60 berries on a plant at one time. They are the largest strawberries I ever saw, and of excellent flavor. We have been eating fresh strawberries from these few vines all Summer and until late in Fall."

B. F. SAWYER, Waupun, Wis.
Photograph by
Harold Morse,
St. Joseph,
Mich., November 8, 1926.



This plant, set out in April, had 9 crowns, 14 fruit stems and 139 blossoms and berries at different stages of development.

A Perfected Mastodon plant with all leaves cut off to show you the remarkable load of fruit.

EMLONG'S STRAWBERRIES

DOUBLE LIFE - DISEASE FREE

This year plant a few strawberries in your garden and enjoy this delicious fruit fresh from your own vines. Nothing else will give you as much pleasure and satisfaction. For the farmer there is no other crop that will give a **BIG PROFIT** so quickly and surely. Strawberries are not partial as to soil or climate and will produce big crops regularly wherever any ordinary farm crop will grow, regardless of the nature of the soil—light, medium or heavy. For field culture strawberries are usually planted 18 inches apart in the row with the rows 3½ feet apart. This requires about 8,000 plants per acre. For garden culture they may be planted 12 inches apart in the row with the rows 2 feet apart. The only care required is an occasional hoeing and cultivating to keep the weeds down and retain moisture.

GIBSON MID-SEASON

is of the very finest quality, color, flavor and appearance, sells well on any market and is mighty fine for home use.

Gibson is one of the most productive, if not the most productive, of all varieties. In this county, which probably is the greatest Strawberry growing center in the world, Gibson has long been the main variety. Fully 90% of the entire acreage in this county is Gibson. It is not only a heavy cropper but a **sure** cropper, as we have never known of a season when Gibson failed to produce. The plants are large and healthy; foliage strong, upright and abundant. You will make no mistake in planting this grand variety as the fruit

“The 1500 Premier, Gibson, and Aroma plants purchased from you last year produced a wonderful crop. We sold 2500 quarts of fancy berries at an average price of \$4.50 per crate. This is at the rate of 10,000 quarts per acre and an income of over \$1,600.00 per acre.”

Excelsior, Minn.

H. H. KRUMWIEDE.

While this is a comparatively new variety it has proven its value as a commercial berry to thousands of growers everywhere. For long distance shipping there is nothing better; in fact, we believe it is superior to Aroma in this respect—as well as all others. Immensely productive, Eaton ripens with Gibson and other midseason sorts. The fruit is medium to large in size, even and uniform, with prominent yellow seeds and deep green calyx, making a very attractive appearance in the crates. For canning and preserving Eaton has no superior, as it retains its shape and color even after cooking. will produce too many plants and for this reason we recommend matted rows.

EATON MID-SEASON

Under favorable conditions Eaton growing this variety in narrow

“Last Spring I placed ten orders for Nursery Stock with as many concerns and out of all the orders, yours was the only one delivered according to instructions. Your stock is fine and I want to do more business with your house as you people are able to read English.”

Chicago, Ill.

JOHN W. LAVINE.

DR. BURRILL MID-SEASON

will produce profitable crops even under trying conditions—then plant Dr. Burrill. The plants are medium in size, deep rooted and exceptionally vigorous and healthy. Immensely productive. The berries are second to none in matter of quality, flavor, appearance and shipping qualities. A wonderful canning and eating variety.

Perhaps the best recommendation we can give Dr. Burrill is to tell you that it is superior to Dunlap, the old time favorite. In manner of plant growth the two are nearly identical, but Burrill produces larger berries and more of them, and is claimed by many to ripen a few days earlier. If you are looking for a really dependable variety—one that

“I have found Emlong's Dr. Burrill one of the best strawberries I have ever raised. Two years ago I bought 400 plants and in spite of a dry season sold over \$75.00 worth of berries last year.”

Templeton, Ind.

W. D. NEAL.



PRODUCE BIG CROPS

In the whole line of nursery stock we offer you will find that we are growing a very limited number of varieties. We will not recommend anything to EMLONG customers that cannot be depended upon to produce satisfactory crops. During our more than 50 years experience in the fruit business we have tested many hundreds of varieties and fully 95% of them have been discarded for one reason or another. In strawberries we are now offering only 10 popular varieties, and we unhesitatingly recommend these varieties to you as they have all proven to be universal favorites. Don't experiment with high priced unknown varieties, we are doing that for you and when better varieties than we are offering you are found we will let you know. To assure a long, profitable fruiting season plant three varieties covering early, midseason and late periods of ripening.

SEN. DUNLAP MID-SEASON

This is one variety that has withstood the test of time and is still mighty popular with growers the country over. During the past two decades more acres of Senator Dunlap have been grown throughout the United States than of any other variety, and that is not all, Dunlap has made more dollars and more crates for growers everywhere than any other Strawberry. If you are looking for a "rough and ready" variety that will thrive and produce in abundance with very little care and attention and under the most trying conditions—then plant Dunlap. As a variety for home use Dunlap is unsurpassed; fresh from the vines, canned or preserved Dunlap is equally delicious, in fact large canning companies everywhere pay a premium for Dunlap as it is supreme for this purpose.

Flora, Ind.
"Your plants bear better than any I ever saw. Last year I sent to some other firms for a few plants and had but little success with them. I got 400 of you folks last year and planted 4 rows, bought 600 from another firm because they were cheaper and only got two rows, so your plants were by far the cheapest."

C. A. KUNS.

This late Strawberry has long been a favorite and the leading market variety in Tennessee, Missouri and Arkansas, and is also grown extensively in every other part of the country. Undoubtedly one feature most responsible for Aroma's popularity is its superior quality and firmness, and it is known as the GREATEST STRAWBERRY for long distance shipping, usually bringing premium prices on all markets. It is also desirable and suitable for home use as there is something rich and pleasant about the flavor that commands the admiration of all who taste it. Aroma seems to do its best on the heavier soils, and is not suitable for sandy soils.

AROMA LATE

ATTENTION AROMA GROWERS! To those who want nothing but extra late Strawberries, or who have planted heavily to Aroma in the past—we want you to try the new variety Pearl. This new variety is suitable for all soils, equal to Aroma in quality, flavor, etc.; berries larger, and twice as productive.

Tuscarawas, Ohio.
"A few years ago I sent to you for plants and they were wonderful. Produced at the rate of over \$1,200.00 per acre. That is one reason why people around here are sending to you for plants. Your plants are right and your prices are right."

E. E. MEESE.

CHAMPION EVERBEARING

Until the advent of Mastodon, this variety had proven itself the "Champion" of all fall-bearing Strawberries. It is a heavy persistent fruiter of medium to large, first quality, fine flavored berries. It commences to bear about three months after the plants are set and continues to produce more and more heavily as the season advances. The plants are healthy and vigorous, producing heavily on light or heavy soil.

Lagrange, Mo.
"The 200 strawberry plants I bought of you in 1921 were wonderful. They all lived but two. The first season they produced 255 heaping quarts of the finest berries I ever saw. I never grew berries before and my little patch was the 'talk' of the 'Old Home Town.'"

J. O. YAGER.

EMLONG'S RASPBERRIES

DOUBLE LIFE - DISEASE FREE

Raspberries are the finest of all fruits and no family fruit garden is complete without them. 50 to 100 plants will give a large family a continuous supply of this delicious fruit Spring, Fall, Summer, and Winter, as it is equally desirable whether fresh from the vines or in jams, preserves, pies, etc. Raspberries will do equally well on light or heavy soil; however, it should be well drained. For field culture Red Raspberries should be planted 3 feet apart in the row with the rows 7 feet apart; this requires about 2,000 plants per acre. As the fruit is produced on the preceding season's growth, all bearing wood should be cut out and destroyed as soon as the fruiting season is over, then in the Spring the canes should be cut back to 40 inches and all branches cut back to 10 or 15 inches. Raspberries should be confined to bushes and 5 to 7 good stocky canes to a bush is sufficient; if grown in this manner the berries will be larger and much better in quality than if allowed to mat thickly and become a wilderness.

LATHAM

Famous New Red Raspberry

Northwest have attracted the attention of growers everywhere, and everyone who has given it a trial are praising the many unusual features they have found in Latham. After thoroughly testing Latham on our own farms we find it a remarkable variety in every respect and you will be both delighted and surprised after giving it a trial.

Latham is a tall, vigorous grower, the canes are extra heavy, well able to support the tremendous load of fruit. The foliage is a healthy dark green, tough and leathery, highly resistant to insects. Latham ripens with Cuthbert and Victory and is immensely productive. Covers a longer fruiting season than any other Raspberry. The berries are beauties and will cause a sensation wherever they are shown. Many of them are over an inch in diameter and they hold this large size to the end of the season. Color a dark rich red, quality of the best with full raspberry flavor.

"Please quote price of your Latham Raspberry plants. I only planted six of these last year and want to say that they are way ahead of any other Raspberry that anyone in this country has ever seen. They have made a wonderful growth and the flavor is absolutely the best ever."

O'Neal, Ark.

H. B. CUNNINGHAM.

VICTORY

A Marvel in Size, Quality and Productiveness

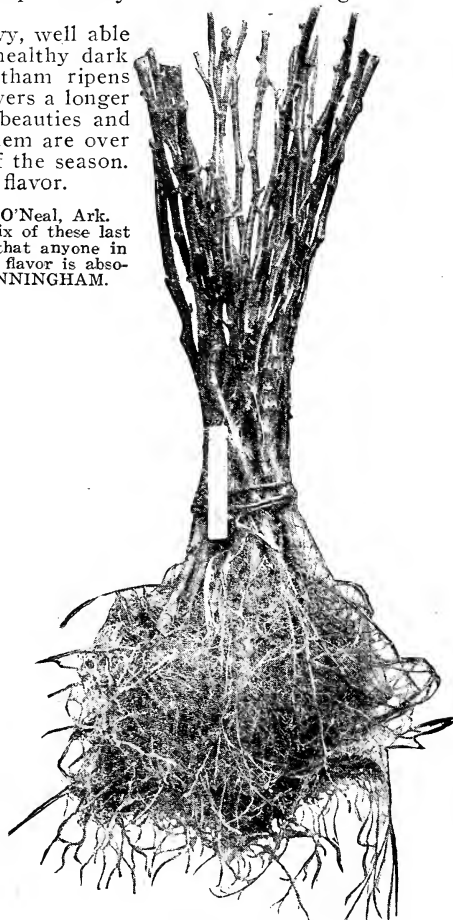
Victory is a variety that seems to possess every requirement that a profitable commercial Raspberry should have. Everywhere it is proving both popular and profitable. In productiveness, size, quality, flavor and appearance Victory is in a class by itself, and no matter what your soil and weather conditions are you can safely plant this variety with every assurance of success. Victory originated in Northern Michigan and has withstood 30 degrees below zero without injury to a tip of a cane. The original bush was found in a field of Cuthbert, and Victory has some of the characteristics of that grand old variety.

The canes of Victory are very strong and vigorous, well able to carry the tremendous loads of fruit produced. The originator claims this variety has never been affected with anthracnose, or disease of any kind. It is undoubtedly the greatest producer of all Red Raspberries, a single bush having made the record yield of nineteen pints of berries in one season. Berries are extra large, a beautiful dark red, firm, sweet, and of delicious flavor. Quality of the best, its firmness guaranteeing perfect shipping qualities. We have a fine stock of genuine, healthy Victory plants.

"The Raspberry plants arrived in fine condition. They are much larger and stronger plants than I bought from another grower. I wish to thank you for the generous count and careful packing."

EDITH E. CALDWELL.

Litchfield, Conn.



Emlong's Raspberry Plants are Healthy and Well Rooted.

PRODUCE BIG CROPS

EARLY KING

Produces Big Crops Every Year

is the greatest Raspberry producing center in the world, Early King has long been the main crop variety, and often nets as much as \$1,000.00 per acre each season.

Perhaps the greatest outstanding feature of this variety is its earliness. The first berries usually ripen about July first, and due to its wonderful productive ability it continues fruiting heavily for four to six weeks. The berries are borne in clusters the entire length of the bush and time after time I have seen rows only 100 feet long produce 48 pints of fine fruit at a single picking.

The berries are large, firm, beautiful and easily picked as they ripen all over at once. King thrives equally well on light or heavy soil and is perfectly hardy. It will produce its customary big load of fruit East, West, North or South. Plant Early King for either home use or market and you will have some of the finest of all Red Raspberries.

Springfield, Ill.
"Have had wonderful success with the 25 Raspberry plants ordered two years ago. Produced a wonderful crop this Summer. Had fresh berries nearly every day and put up 36 quarts for Winter."
C. A. JENSON.

OHTA

or Flaming Giant

This new variety is probably the hardiest Raspberry under cultivation today. Successfully grown in Canada and the extreme Northwest, Ohta has never been known to winter-kill. We are ready to make the assertion that this Raspberry will stand more dry weather and other hardships than any other variety. It has more and tougher foliage than any other variety and is absolutely free from all disease. Ohta is immensely productive, of beautiful bright red, delicious berries with less seeds than any other variety, making it highly desirable for eating and table use. One of the very finest for canning purposes as it gives a rich red syrup and the berries retain their shape and beautiful coloring even after canning. Ohta ripens with the first Raspberries and owing to its unusual productiveness can be picked every day during an extra long fruiting season. Our supply of this variety is still rather limited so if you wish to be one of the first to grow this grand variety, place your order immediately.

Basin, Wyoming.
"The Raspberry plants I bought of you thrived wonderfully and the past Summer were loaded with very fine berries. Last Winter it was 45 degrees below zero and not a one winter-killed."
MRS. MARY DRAGOO.

No. Tona-wanda, New York.
"Plants I got from you last Spring all O. K. Did not lose one of them. Roses are all in bloom. Raspberries and Blackberries all have some fruit on. Needless to say that I am more than pleased with Emlong stock."
JOHN DUNHART.

CUTHBERT

Queen of the Market

This grand old reliable variety has made more money for fruit growers than any other Raspberry. Cuthbert has long been considered the standard of excellence on nearly every fruit market in the United States. Whether you are planting Raspberries for home use or market you will make no mistake in selecting Cuthbert. The canes and foliage are perfectly healthy in every way. It is a tall, vigorous grower and very productive, one of our customers reporting a yield of 1240 24-pint cases from a four-acre plantation. Fruit is large, well colored, flavor and quality of the best. A good variety for fresh table use, canning or shipping.

Princeton, Minn.
"The Cuthbert Raspberry plants received and they were certainly fine. Have lost only five plants out of the 3,000. That is more than I can say about some other plants I got the same day from another nursery, out of 500 there are only 25 alive. You can depend on my orders in the future."
H. J. LOWELL.

ST. REGIS

The Best Fall Bearing Red Raspberry

We have tried them all and know that St. Regis is far ahead of any other Fall-bearing variety. There is a big demand for this fine fruit in the late Summer and Fall, and many growers in this locality grow St. Regis for Chicago market and receive \$8.00, \$10.00 and even \$12.00 for 24-pint crates. However, if you do not grow them for market, by all means plant a few bushes for home use and enjoy this delicious fruit all Summer and Fall. St. Regis produces a big crop of fruit during the regular Raspberry season and then continues bearing all Summer and Fall on the new canes. St. Regis resembles King in manner of growth, ripens extra early and the fruit is similar in quality, flavor, and appearance.

Summerfield, Mo.
"The St. Regis Raspberry plants purchased from you a few years ago have been a source of much pleasure to my family and friends. They have produced a big supply of wonderful berries every Summer from late June to November. Please send the enclosed order at once."
E. J. BUEHLIN.

Red Raspberry Transplants

We have a limited supply of transplanted Raspberry plants—stock that has been grown two years in the nursery row. If you want quick results, this is just the thing for you, as these plants will produce berries this year. For prices of all stock, see page 36. Better order now, as these transplants will go fast.

EMLONG'S RASPBERRIES

DOUBLE LIFE—DISEASE FREE

Why Our Raspberry Plants Are Superior to Others

Emlong's Raspberry plants are perfect in every way, guaranteed 100% healthy, true to name and productive. Your success is assured when you plant this healthy, vigorous stock as you will harvest big paying crops of first quality fruit for many years. Our plants are grown on a rich upland soil and we grow them for plants only—they are not dug from old fruiting fields. This is the kind of stock you want and must plant in order to grow satisfactory crops. Remember that every EMLONG Raspberry plant is absolutely guaranteed to be free from Mosaic, Root Gall, Blue Stem and other deadly Raspberry diseases, furthermore, they will be fresh dug and shipped direct to you—there are no storage cellars on our farms, all stock fresh dug every day—it reaches you full of life and starts growing as soon as planted—that is why Emlong customers are successful.

CUMBERLAND

The Business Blackcap

North or South, wherever Raspberries are grown, you will find Cumberland the leading Blackcap, and it never fails to produce its customary big crop every year.

We have never known Cumberland to fail. The demand for these plants becomes greater every year, and more Cumberland is planted than all other varieties combined. This variety is perfectly hardy and tremendously productive, the bushes are vigorous, upright, strong, and healthy. Berries are extra large, glossy black, not equalled by any other variety in quality, flavor and appearance. It's good to eat and good to sell.

St. Paul, Minn.
"I think I have found the place to get the right kind of plants. The few I got from you last Spring are the finest I ever set in the ground, every one grew. We had a very dry Spring, other plants withered and died but Emlong's grew like a weed."
FRED SCHNEIDER.

PLUM FARMER

Plum Farmer is very popular with many growers on account of its earliness, and ability to mature its customary big yield in a very short time, usually fifteen to twenty days. The plants are healthy, canes strong growers. Produces plenty of bearing wood, which insures a heavy crop of fruit. The berries, which are produced in clusters, are large, well colored and of first quality. Plum Farmer will give satisfaction everywhere. Ripens a week earlier than Cumberland.

Greybull, Wyoming.
"Your Raspberry plants are just wonderful. The 400 plants made an astonishing growth and sold \$98.00 worth of berries last year besides having a generous supply for home use."
MRS. W. L. DOUGLAS.

WINFIELD

This variety is grown extensively in the South and West, and many growers claim it is superior to the old favorite Cumberland. In hardiness and productiveness it is excelled by no other variety. Never been known to winter-kill through fifteen years of fruiting, and stands extreme drought. The berries are enormous, single berries covering a quarter. Four to six great clusters are produced on each branch. Fruit is firm, sweet, rich and juicy. Bush is healthy and vigorous; canes strong and healthy, not troubled with rust. Get started with this valuable variety this year.

Colchester, Ill.
"I have received the 12 barrels and one box of Raspberry plants and two crates of Strawberry plants. They were in fine shape and absolutely the finest lot of plants that ever came to Colchester."
ROY HAINES.



**Emlong's Raspberries Are Fresh Dug.
They Reach You Full of Life.**

PRODUCE BIG CROPS

HONEY SWEET

**"Proves
Its Name in Its
Flavor"**

and productive. Berries are large, bluish black, quality of the best. Ripens with Cumberland.

This variety, which is one of the latest additions to the Raspberry family, is an ideal variety for home use, as the flavor is the finest we have ever found in any Blackcap—a peculiar, rich, alluring flavor—something that is impossible to describe and hard to forget; requires but very little sugar for table use, pies or canning, and for that reason is a very economical variety. The plants are exceptionally vigorous

Wellsville, N. Y.
"The plants you sent me were absolutely the best plants that I have ever seen and I buy every year from 12,000 to 18,000 plants of different varieties. Am so well pleased with the kind of plants you grow that you will get all my future orders."
A. B. ROBERTSON.

KANSAS

This is the earliest of all Black Raspberries. A very strong grower and produces its crops of top quality fruit in a very short time. Berries medium size, firm, handsome and of the best quality. Kansas is perfectly hardy, drought resistant; in fact, a good all-purpose variety that will give both pleasure and profit.

Santa Cruz, Calif.
"The plants arrived safely. They were two weeks on the way but are in excellent condition due to careful packing. They are certainly fine looking plants."
MRS. R. MacDONALD.

DON'T BUY FRUIT

Just a few of our Double Life-Disease Free plants will give you all you can use and some to sell for many years.



PURPLE RASPBERRIES

COLUMBIAN

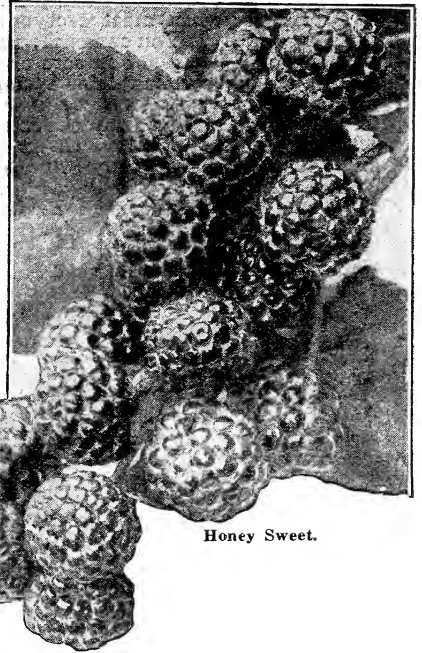
**The Great Pie and
Canning Variety**

We offer this variety to our friends and customers with the assurance that it is the very best of all purple varieties. Columbian is perfectly hardy and can be grown anywhere without winter protection. The canes are smooth, stocky, vigorous and healthy. The berries are large, many of them an inch in diameter. Color beautiful deep purple; flavor fine, rich and delicious. Especially desirable for pies, jams, and preserves. Genuine Columbian plants are always scarce; order yours today.

"A few years ago I purchased a dozen different varieties of berries and vines from you and found them all true to name and absolutely free from disease. Find enclosed check for more plants and trees."

BLACK RASPBERRY TRANSPLANTS

For those wanting quick results we have grown a limited number of Black Raspberry Transplants. These are plants grown two years. They are all well branched, heavily rooted and will produce berries the first season. In other words, we have saved you a year's growth and you will be amazed by the tremendous growth they will make this year. A full crop of berries in fourteen months. For prices of all varieties see page 36.



Honey Sweet.

EM LONG'S BLACKBERRIES

DOUBLE LIFE - DISEASE FREE

Would you like to make an extra \$500.00 or so during the month of August when most everyone is loafing around and spending money? You can easily make that much, and more too, if you'll just plant an acre of our healthy, hardy, big yielding Blackberry plants this Spring. After the Strawberry and Raspberry seasons are over people must have fruit of some kind and will pay almost any price to get it.

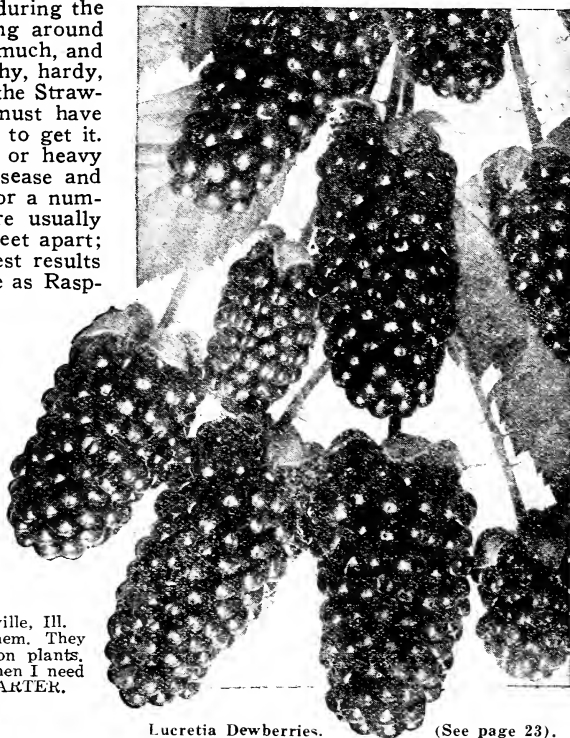
Blackberries thrive equally well on any light or heavy soil and as they are practically immune from disease and insects one planting will provide a big income for a number of years. For field culture Blackberries are usually planted 4 feet apart in the row, with the rows 7 feet apart; this requires about 1600 plants per acre. For best results they should be confined to hills and handled same as Raspberries as described on page 18.

MERSEREAU Mersereau originated in Northwestern New York and is grown extensively in very cold climates. In many sections this variety is replacing Eldorado, especially on the lighter soils, as it is a strong, deep rooted grower. Foliage deep green, tough and leathery, practically immune from rust and other fungous diseases. A big producer of large, first quality fruit; the flavor is exceptionally fine.

"Received my plants all O. K., and am well pleased with them. They were in perfect shape and had the best roots I ever saw on plants. They sure are growing nice and I will remember you folks when I need more plants."

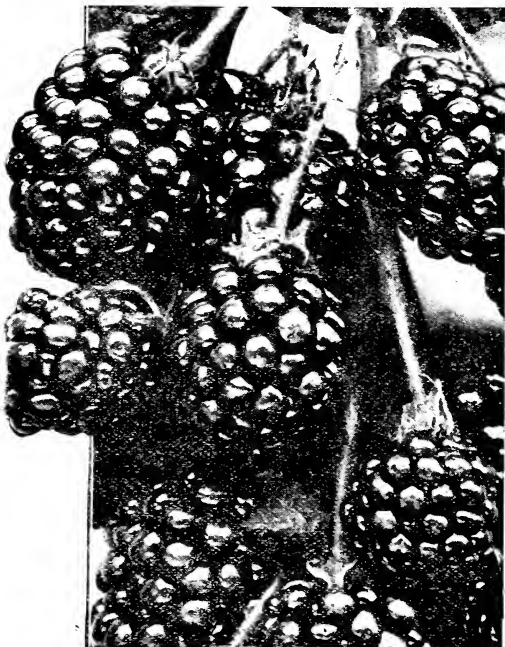
Carterville, Ill.

L. D. CARTER.



Lucretia Dewberries.

(See page 23).



Alfred Blackberries.

ALFRED

The Famous New Blackberry

Introduced three years ago Alfred has created a sensation everywhere and this is not at all surprising as it is far superior to any other Blackberry ever grown. Alfred is so unusually vigorous that it produces a lot of berries the same season it is planted and nearly a full crop the second season. Ripening a week earlier than Eldorado and other ordinary varieties, it is still bearing heavily when other varieties are gone. It is perfectly hardy, having withstood a temperature of 30 degrees below zero without injury to a tip of a branch. In productiveness Alfred is in a class by itself, a single bush having produced the record breaking yield of nine heaping quarts of berries in a single season. In size and shape the berries closely resemble Dewberries, many of them measuring 1½ to 2 inches in length; color a glossy jet black, very attractive. This Blackberry is the ideal table variety because the berries are practically seedless, coreless, sweet and delicious.

We have greatly reduced the price of Alfred plants this season and our supply will go fast. Play safe by ordering yours today.

"Plants received and all set out. The best rooted plants ever received in this county and will guarantee every one to grow. Every one was stocky, well rooted and fresh. When I want more plants you will get my order."

Woodland, Mich.

C. J. MORGAN.

PRODUCE BIG CROPS

ELDORADO

Popular Commercial Variety

This is the leading commercial variety under cultivation today, and long has been considered the most profitable variety. Eldorado is a strong, upright grower, and perfectly hardy, as it produces big crops regularly, even throughout the northern states, without winter protection. The canes are stocky and free from disease. It is one of the most productive Blackberries ever grown. Berries large, jet black; flavor and quality excellent. A fine commercial variety, as it is a fine looking berry and stands up well after picking.

Basil, Ohio.
"Am more than pleased with the Raspberry and Dewberry plants you sent me. They sure are nice large healthy plants. Have lost only six out of the \$40." TAZEWELL HIZEY.



BLOWERS

A very popular variety in many localities. Blowers ripens a few days earlier than Eldorado. Berries nearly as large as Dewberries, finest flavor and jet black color. One of the most productive varieties under cultivation, always sells for highest market price.

LUCRETIA

The Leading Dewberry

How they glisten when moist with dew—these long, mammoth, rich black berries—recognized by horticulturists everywhere as the leading variety—the king of the whole Dewberry tribe! Each plump berry is a morsel of delight. Incomparably better in every way than any blackberry you have ever seen or tasted. And the big prices they bring on the market! For real profit be sure to plant LUCRETIA. And also in your own home garden—for yourself and to sell to neighbors.

Ripens About Ten Days Before Ordinary Blackberries

LUCRETIA is a very early bearer, ripening from a week to ten days before even the earliest ordinary blackberries. This, together with the fact that they are unquestionably the finest looking berry of their kind and of such big uniform size, makes them topnotchers in price on any market.

Tuscola, Ill.
"Received the plants yesterday in fine condition and am more than pleased with them. Please fill the enclosed order at once. Thanking you for generous count and courteous treatment, I am very truly,"
REV. J. FRANK HOLLINGSWORTH.

Transplanted Blackberry Plants

For those wanting quick results we have grown a limited number of Blackberry Transplants. For prices and description of this stock see page 28. Better place your orders for this stock quickly as there is a big demand for bearing age plants.

Root Cutting Blackberry Plants Save a Year

In order to take care of the increasing demand for Blackberry plants, we have grown a big supply of healthy, vigorous, true-to-name root-cutting plants of all varieties. Every one of these plants is guaranteed 100 per cent pure, true-to-name and healthy. Root-cutting plants have a perfectly balanced root system. They will make a big growth this season and will produce a lot of fruit next year. There is big money in Blackberries and you are starting right when you set root-cutting plants.



Our Blackberry Plants Produce Big Crops Where Others Fail.

EMLONG'S GRAPE VINES

DOUBLE LIFE - DISEASE FREE

The Increasing Demand for Grape Juice Makes This a Big Money Crop for Farmers and a Source of Pleasure and Real Economy To Home Owners

Grapes will thrive everywhere and are the easiest of all fruits to grow. No matter what the condition of the soil may be, light or heavy, rich or poor, our hardy plants will grow and bear tremendous crops for many years. Plant a vineyard and make big money—or a few for home use and make your own grape juice, jams, and jellies. Growers everywhere are making tremendous profits from Grapes, and you can do the same.

Every Emlong Grape plant is guaranteed 100% healthy, true-to-name and productive. They are well rooted, full of pep and will grow and produce big crops and big profits year after year, with only ordinary care. The cuttings for our Grape plants are taken from our own bearing vineyards, which are thoroughly sprayed and given thorough cultivation throughout the growing season. This gives us a big supply of strong, healthy wood, and as the cuttings are taken from bearing plants only, we know absolutely that every plant we send you will be true-to-name, healthy, and strictly first class in every respect.

CONCORD

The Popular Wine and Table Grape

Concord is without doubt the most productive, the most popular and profitable variety yet introduced. It is the standard of excellence, quality, and comparison on all markets, and buyers everywhere pay a premium for this super-quality Grape. Concord is perfectly hardy, having withstood a temperature of 30 degrees below zero without injury, it will produce more fruit per acre than any other variety and does well on light or heavy soil. The bunches are large and compact, berries large, bluish black color; sweet and juicy; fine quality and flavor. In fact, this variety is the one all-purpose Grape. A strong, vigorous grower, making plenty of vine to produce the enormous crop of fruit produced regularly year after year. Twenty-five vines of Concord will make a whole barrel of grape juice and one hundred vines will make you \$100.00 a year.

Savanna, Ill.
"Please send your price on Concord Grape vines in 5,000 lots. I bought some of your vines last year and truly they were the finest I ever bought."
G. A. SCHNECK, JR.

DELAWARE

Delaware is probably the best known of all red Grapes. Seems to do well everywhere and produces a large amount of fruit annually. The bunch is small and compact, sometimes shouldered; berries small, skin thin but firm. Flavor excellent; flesh juicy, very sweet, and refreshing, of best quality for table use. Very hardy, ripens with Concord.

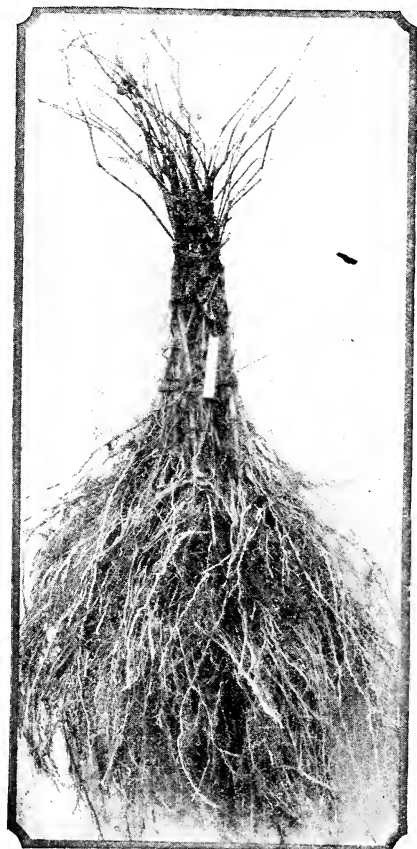
CHAMPION

"The First Grape to Ripen"

Ripening as it does a week to ten days earlier than Moore's Early and other early varieties, this fine Grape certainly deserves the great popularity it has attained. Champion is a vigorous grower, perfectly hardy and enormously productive. The bunches and berries are large; color nearly black, quality good. Here in Michigan Champion usually ripens about August 20th and always brings higher prices than any other variety.

Long's, Wash.
"Received the plants yesterday and have them planted. Will say they came through in fine shape and a much finer lot of plants than we can get out here."

E. F. WATSON.



Our Sturdy Rooted Grape Plants Assure Heavy Bearing Vines.

PRODUCE BIG CROPS

MOORE'S EARLY

**The Best Early Variety
for Market**

two weeks earlier and is the leading standard black Grape of its season. Bunch and berry large, quality and flavor of the best. Vine healthy and hardy.

Leesport, Pa.
"The Grape plants I received from you three years ago have done fine. They produced about three tons of fruit per acre last Fall."
GEO. ETTTEL.

LUCILE

**The Finest Red
Hardy Grape**

In vigor, health, and productiveness, Lucile is surpassed by no other variety, and is practically immune from diseases of all kinds. One of the most beautiful Grapes and always sells at high prices. Bunch large, compact, and of good form. Berry large, wine-red color and of most excellent flavor, juicy, sweet, and delicious. Ripens in advance of Concord, keeps well and ships well.

WORDEN

**An Early Black
Grape**

Very hardy, healthy, and productive. In vigor and health Worden is surpassed by no other variety. It is practically immune from fungous diseases and a sure, heavy cropper. Ripens a week earlier than Concord. Fine for home use or local market, but not for shipping on account of the tender skin.

Denver, Colo.
"I want to thank you for the fine plants I received from you. Two other parties that got the Grapes with me on the order said they had never seen anything like them or even half as good."
P. K. MOORE.



A black Grape similar to Concord in appearance and quality, but ripens

CAMPBELL'S EARLY

The Fancy Early Table Grape

This early black Grape is undoubtedly the finest flavored of all varieties. Thrives everywhere on light or heavy soils and produces larger bunches and bigger berries than any other Grape. Usually ripens two weeks earlier than Concord, but this is variable, and is generally marketable with Worden.

Galion, Ohio.
"The Grape plants we got of you last Spring were fine. Every one made a wonderful growth and many of them had Grapes on the first season."
L. L. MONEYSMITH.

NIAGARA

This is the Great White Grape that succeeds everywhere and under all conditions. In fact it is really the White Concord, as it seems to have all the good characteristics of that great variety, being equally as vigorous, hardy, and productive. Due to the tough, leathery foliage Niagara is practically immune to fungous diseases. It is one of the most delicious and beautiful of hardy Grapes and sells at fancy prices. Berries are large; bunch large and compact; color greenish yellow when fully ripe; juicy, sweet, and delicious. Whether planting for home use or market include Niagara in your order.

Three-Year Grape Vines

For those wanting immediate results we offer a limited number of extra large three-year-old Grape vines. This stock is described and priced on page 28.

Red, White and Blue Grape Collection

- 4 CONCORD. Best main crop.
- 2 CHAMPION. Earliest of all.
- 2 MOORE'S EARLY. Fine table Grape.
- 2 NIAGARA. Best white.
- 2 DELAWARE. Best red.

**Twelve strong
vines, only**

\$1.00

Extra Large Currant and Gooseberry Bushes at Special Low Prices

We are pleased to announce that the embargo on Currant and Gooseberry bushes has been lifted so that we can now ship our plants into every State. We have a fine supply of heavily rooted, vigorous, disease-free, two-year plants and have priced them very low.

Currants and Gooseberries are easily grown—thriving equally well in sun or shade—produce enormous crops regularly—and a few bushes planted in odd places will give a big supply of this fine fruit, highly desirable for pies, jams, etc.

CURRANTS

Perfection

This new variety is the "King" of all Currants. The color is a beautiful bright red. The berries are extra large and borne in large clusters, many of them six inches long, and the size of the berries is well maintained to the end of the bunch. Stems are long, making it easily picked without crushing. The season of ripening is about the same as Cherry or Fay. It is tremendously productive. Quality excellent—rich, mild, sub-acid, plenty of pulp with few seeds. Better quality and better flavor than any other large Currant in cultivation. Especially fine for table use.

London Market

There is no variety of Currant so extensively grown as London Market. This variety thrives everywhere. Very productive, the berries are large and borne in large clusters. Color is bright red and very attractive; quality excellent, with mild flavor. Bush healthy and vigorous.

Wilder

One of the strongest growers and exceptionally productive. Clusters and berries are very large. Color deep red and very attractive, quality and flavor extra good and will cling to the bush long after becoming dead ripe. Plants healthy, vigorous, and resistant to disease and insects.

Fay's Prolific

A healthy, vigorous, upright-growing variety that produces an enormous amount of fine fruit; especially adapted to the lighter soils. Fruit very large, bright red, and less acid than most varieties. The fruit clusters have long stems, which permit rapid picking. Popular with many growers.

White Grape

Plants healthy and very productive. White Grape is by far the best of the white Currants. Excellent for fresh table use, as it is sweet and palatable. The large, white, first quality berries are borne in large clusters and the bushes are literally loaded every year.

GOOSEBERRIES

Carrie

The popularity of this variety is due to its productiveness, fine quality, beautiful appearance and vigorous growth. It is perfectly hardy, berries large, yellowish green color; excellent for home use or market.

Downing

This new variety originated in Minnesota, and is very popular throughout the North, East, and West. The plants are clean and healthy, and more productive than any other variety. Berries medium size, red, smooth, attractive, and fine flavor.

Josselyn

The bushes are very hardy, vigorous, and productive. Extensively grown and claimed by many to be superior to all other varieties. The fruit is produced in abundance, is pale red, smooth, fully three times as large as Houghton.

Houghton

Houghton is one of the oldest and most extensively grown Gooseberries. A vigorous, healthy grower, resistant to diseases. It is unusually productive. Fruit medium size, smooth, a pale red when ripe. Quality and flavor excellent. You will make no mistake in planting Houghton.



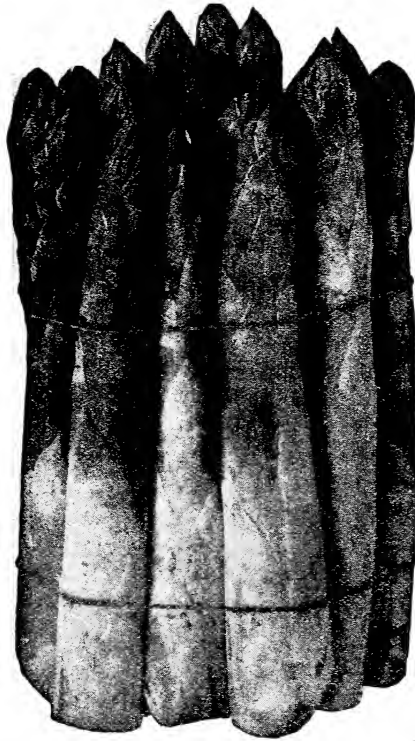
Special Currant and Gooseberry Collection

This is a Real Bargain and Will Give You a Fine Assortment of This Fine Fruit

- 3 PERFECTION CURRANTS
- 3 WILDER CURRANTS
- 3 DOWNING GOOSEBERRY
- 3 JOSSELYN GOOSEBERRY

Twelve strong,
2-year plants, only **\$1.25**

Fancy Washington Asparagus Roots



At a cost of only a few cents for 50 or 100 of our thrifty and quick growing Asparagus roots you can have a big supply of this desirable early spring vegetable. Asparagus is grown anywhere—in your garden or any out-of-the-way place—where the soil has good drainage. It should have cultivation the first two years, after that a mulch is all that is necessary. Planting should be done in April or May. Dig or plow a furrow 10 inches deep—apply two or three inches of well-rotted stable manure in this trench and cover with a layer of dirt. Place the crowns in this trench, spread the roots and cover very shallow. After they start to grow, work the soil to them gradually until it becomes level. For garden culture Asparagus may be planted eighteen inches apart each way, but for field culture they should be planted two feet apart in the row with the rows four feet apart.

Plant This Pedigreed Strain

There is no variety of Asparagus as good as Washington, and whether you are growing for home use only or for market, you cannot afford to grow any other. This wonderful new Asparagus was developed and introduced by the United States Department of Agriculture, and although it is just a recent introduction, it has become famous the country over.

Rust Resistant—Profitable

Growers everywhere are discarding all other varieties in favor of the famous Washington, because it is earlier, the stalks are larger, more tender, more productive than any other variety, and last but not least, Washington is immune to rust, which means that one planting will produce profitable crops for many years.

Large—Early—Tender—Juicy

Asparagus buyers everywhere now demand Washington and are willing to pay fancy prices to get it. The demand for Washington is tremendous because when it is once eaten, no other variety will give satisfaction. The stalks are a purplish green color, large, tender, and juicy. A very rapid grower, which means many cuttings.

Shoots are always tight and do not open until well above the ground.

Martha Washington—Mary Washington

The two strains of Washington Asparagus are Martha and Mary. We offer both; when ordering specify which variety you want. They are both good, very little difference—however, some authorities claim Mary Washington is a more rapid grower and even more rust resistant than Martha Washington. Heavy 1-yr. roots, 50 for \$1.00; 100, \$1.50; 1000, \$9.50. 2-yr., 50, \$1.50; 100, \$2.50; 1000, \$16.50.

PALMETTO ASPARAGUS

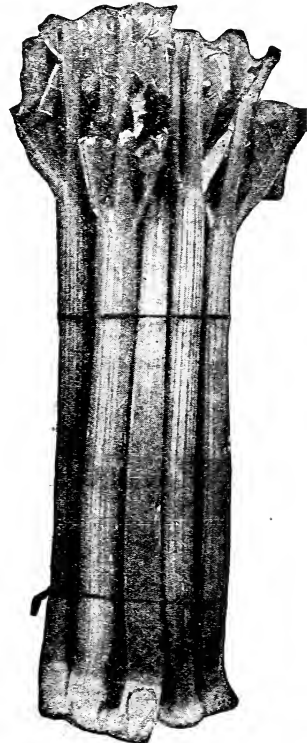
A remarkably strong-growing and very popular and valuable Asparagus. Bears stalks of large size, is of early maturity, a heavy yielder and usually free from rust. The shoots are usually tinted pink, and are tender to an unusual length. No one will be disappointed with this fine Asparagus. 100 for \$1.00; 1,000, \$6.50.

PEACH-FLAVORED RHUBARB

Rhubarb should be grown in every garden, as it provides material for early Spring pies and fresh table sauce. It is also valuable for canning. Plant a few roots this Spring, sure, and you will have a supply of this early "fruit" next year. This wonderful new variety differs greatly from the old "pie plant." The stems are very large, tender, with a mild, sub-acid flavor. Yields abundantly and much earlier than the older common varieties. Our roots are strong and priced right—include a few in your order this season. 6 for 60c; 25, \$1.50; 100, \$5.00.

HORSERADISH

Horseradish is very easily grown and thrives everywhere. If you have ever compared the freshly dug article with that usually sold over counters you can appreciate the value of the good home grown kind. A dozen roots will provide a generous supply for the ordinary family. One planting will last a number of years. The roots we offer are strictly first class. 6 for 50c; 25, \$1.00; 100, \$3.00.



This Transplanted, Bearing - Age Stock Will Save You a Whole Year

In response to the many calls we have had for selected, extra large, bearing-age Fruit Plants we are pleased to announce that we are able to furnish transplanted stock in the popular varieties mentioned below. All of this stock has been grown two and three years in the nursery row, it has had the best of care and is extra strong and stocky, with immense roots and should produce a good crop of fruit this Summer and a full crop the following year.

If you want quick results or if you have had poor success with lighter stock, this is just what you want. You not only save a year or more in time, but are practically certain of a 100% stand as this vigorous stock will live, grow and produce big crops even under the most trying conditions.

IMPORTANT NOTICE. Prices quoted apply separately to each variety. Please be careful to figure prices correctly—for instance the price of Cuthbert and Early King transplants is \$1.50 for 12, but should you order 6 of each variety the price must be figured at the 6 rate.

Red Raspberry Transplants

CUTHBERT. The old reliable; perfectly hardy. A big producer; popular the country over, due to its many fine qualities.

EARLY KING. One of the best Raspberries of all time. Ripens early and produces a big crop regularly.

	6	12	25	50	100
Price, 2-year transplants	\$0.75	\$1.25	\$2.00	\$3.50	\$6.00

LATHAM. The new hardy Raspberry. Immensely productive, berries extra large with supreme quality and flavor.

ST. REGIS. Remarkable everbearing variety. Ripens early and continues fruiting all Summer and Fall on new growth.

VICTORY. A very popular and profitable variety. Especially desirable for home use and canning.

	6	12	25	50	100
Price, 2-year transplants	\$1.00	\$1.50	\$2.50	\$4.50	\$8.00

Black Raspberry Transplants

CUMBERLAND. Rightfully called the "Business Blackcap" as it never fails to produce an immense crop of fine quality fruit.

PLUM FARMER. The early variety that has gained wide favor due to its ability to mature a big crop in a short time.

	6	12	25	50	100
Price, 2-year transplants	\$0.85	\$1.50	\$2.25	\$4.00	\$7.50

Blackberry Transplants

ELDORADO. The standard commercial Blackberry, hardy and productive, in fact a very desirable all-purpose variety.

MERSEREAU. Especially desirable for the lighter soils on account of its unusual vigor and ability to produce big crops annually.

	6	12	25	50	100
Price, 2-year transplants....	\$0.85	\$1.50	\$2.25	\$4.00	\$7.50

ALFRED. A new variety that produces bigger, better, and sweeter berries than any other variety. Absolutely hardy and free from disease.

	6	12	25	50	100
Price, 2-year transplants....	\$1.25	\$2.25	\$4.00	\$7.00	\$12.50



A Transplanted Raspberry Plant Showing the Wonderful Root System.

Three-Year Grape Vines

If you are not growing this highly desirable and profitable fruit and wish to make up some of this "lost time," plant some of these big vines this Spring and you will be surprised to know how easy and wonderful it is to have a generous supply of your own.

CONCORD. The popular wine and table grape. Thrives everywhere and produces big crops of juice-laden fruit regularly.

NIAGARA. Best of all white grapes. Just as hardy and productive as Concord. Fruit greenish yellow when ripe, juicy, and peculiarly delicious.

CAMPBELL'S EARLY. A fancy table Grape. Berries and bunches extra large.

Price—	Each	3	6	12	25	50	100
2-yr. transplants ..	\$0.35	\$1.00	\$1.85	\$3.50	\$6.75	\$13.00	\$25.00

DANDY COLLECTIONS FOR YOUR GARDEN

Every home should have its fruit garden and here is the opportunity to have yours "double-quick." The money you will pay for a few quarts of stale inferior fruit will buy a collection of our bearing-age bushes that will give you a big supply of fresh, delicious fruit over a long season. Nothing else can give you so much pleasure and satisfaction as a generous supply of home grown fruit so select the collection you want, send in your order now and we'll send you the stock at proper planting time.

Transplant Collection No. 1

6 LATHAM RED RASPBERRY
6 ST. REGIS EVERBEARING
6 ALFRED BLACKBERRY
6 CUMBERLAND RASPBERRY
SPECIAL PRICE, \$3.35

Transplant Collection No. 2

6 VICTORY RED RASPBERRY
6 EARLY KING RASPBERRY
6 ELDORADO BLACKBERRY
6 CUMBERLAND RASPBERRY
SPECIAL PRICE, \$2.65

Transplant Collection No. 3

12 LATHAM RED RASPBERRY
12 CUTHBERT RED RASPBERRY
12 ELDORADO BLACKBERRY
12 CUMBERLAND RASPBERRY
SPECIAL PRICE, \$4.85

A Fine Peach and Apple Assortment of Famous Varieties

Here is a great collection, plant it this Spring. We have selected the most popular, quick growing, young bearing varieties for this assortment and in a very short time you will have a big supply of the very best Peaches and Apples for eating, canning, preserving or market.

12 Trees Only \$2.35



Elberta Peach.

Our hardy Northern grown Fruit Trees are the safe kind for you to plant. They reach you full of life and make a rapid growth, bear young and produce the kind of fruit that is easy to sell.



Delicious Apple.

- 2 ELBERTA PEACH
- 2 ROCHESTER PEACH
- 2 J. H. HALE PEACH
- 2 DELICIOUS APPLE
- 2 JONATHAN APPLE
- 2 YELLOW TRANSPARENT APPLE

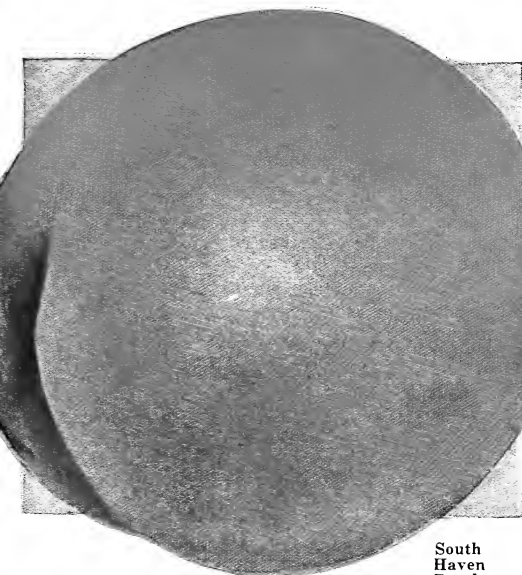
When ordering just say: One 3 to 5 ft. (or 5 to 6 ft.) Peach and Apple collection.

\$2.35 for Twelve 3 to 5 ft. Trees
\$3.50 for Twelve 5 to 6 ft. Trees



Jonathan Apple.

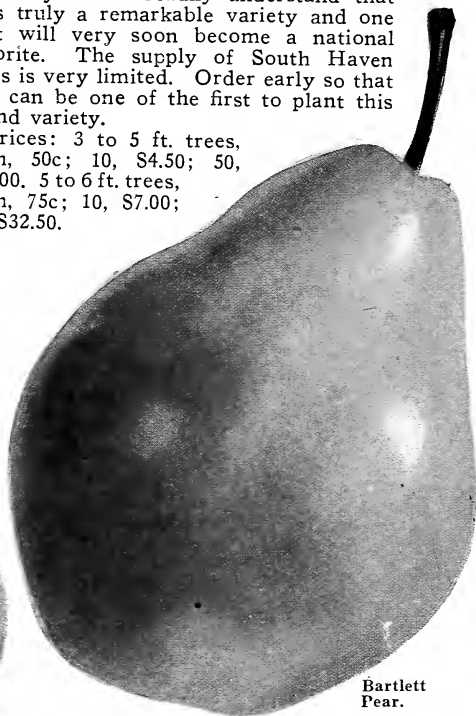
SOUTH HAVEN—A MARVELOUS NEW PEACH



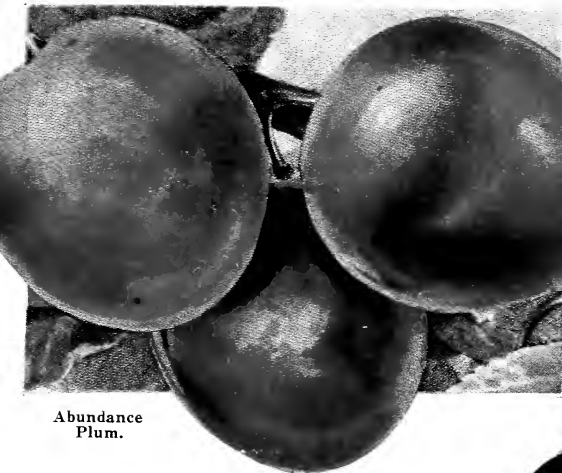
South
Haven
Peach.

This is the Big, Fancy, Early Yellow Peach that has created such a sensation in the Great Fruit Belt of Southwestern Michigan where it originated several years ago. Combining every good feature of Elberta—immensely productive, large size, finest quality, excellent flavor, beautiful appearance and ripening as it does 14 to 20 days earlier you can readily understand that it is truly a remarkable variety and one that will very soon become a national favorite. The supply of South Haven trees is very limited. Order early so that you can be one of the first to plant this grand variety.

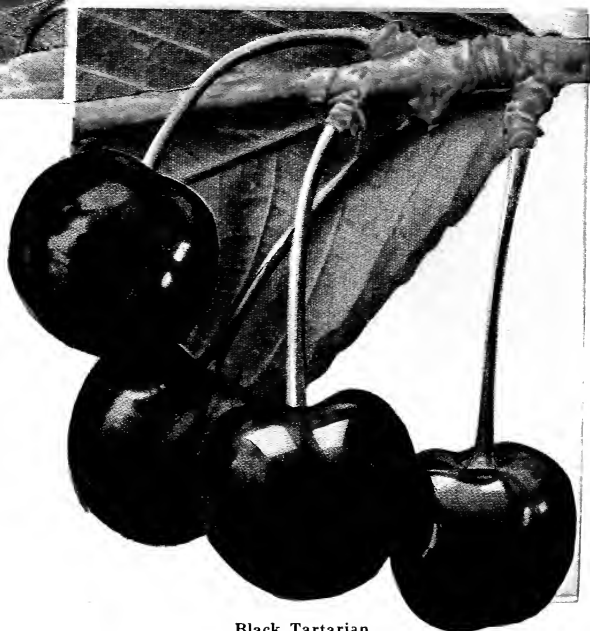
Prices: 3 to 5 ft. trees,
each, 50c; 10, \$4.50; 50,
\$20.00. 5 to 6 ft. trees,
each, 75c; 10, \$7.00;
50, \$32.50.



Bartlett
Pear.



Abundance
Plum.



Black Tartarian
Cherries.

Ideal Back Yard Orchard

\$3.50 for Twelve 3 to 5 ft. Trees

\$5.00 for Twelve 5 to 7 ft. Trees

- | | |
|-----------------------|--------------------------|
| 1 Delicious Apple | 1 Black Tartarian Cherry |
| 1 Grimes Golden Apple | 1 Montmorency Cherry |
| 1 Elberta Peach | 1 Yellow Egg Plum |
| 1 Rochester Peach | 1 Abundance Plum |
| 1 Bartlett Pear | 1 Superb Apricot |
| 1 Kieffer Pear | 1 Orange Quince |

When ordering just say—One 3 to 5 ft.
(or 5 to 7 ft.) Ideal Back Yard Orchard.

Morrill's Hearts of Gold

THE WORLD'S FAMOUS CANTALOUPE

We are pleased to announce that we can now furnish Emlong customers the genuine original Hearts of Gold cantaloupe seed. You will never know how delicious a cantaloupe can be until you eat Hearts of Gold because there is no other melon that can compare with this remarkable variety in flavor and aroma.

EARLIEST MATURING GOOD CANTALOUPE

Hearts of Gold is the earliest maturing good cantaloupe, being a week to ten days earlier than other varieties. The full crop is matured 70 to 120 days after planting and will give daily pickings for 30 to 60 days, depending on weather conditions.

THRIVES WONDERFULLY ON WIDE RANGE OF SOIL

In addition to being the highest quality cantaloupe ever produced, Hearts of Gold will thrive and produce big crops on a wider range of soil than any other variety. Hearts of Gold will give you a bumper crop when other varieties fail completely as it is more resistant to unfavorable weather conditions such as extreme drouth, excessive rainfall and scalding sun. Owing to the abundance of tough leathery foliage it is highly frost and rust resistant. Never develops bitter spot and never splits at blossom end, which often ruins other varieties.

YOUR PROFITS MORE THAN DOUBLED WHEN YOU PLANT THE FAMOUS HEARTS OF GOLD

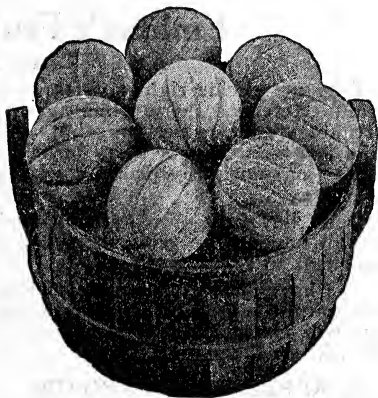
If you are growing cantaloupes for market you cannot afford to plant any other variety. This fact has already been proven to thousands of growers who are now selling Genuine Hearts of Gold to the most discriminating trade such as Hotels, Clubs, Dining Car Lines, Etc., at prices ranging 50% to 100% higher than other brands will bring. The keeping qualities of Hearts of Gold are simply marvelous. Even when picked ripe it will keep well for more than a week and improve in quality. Under refrigeration it will keep indefinitely.

TRY THEM AT OUR EXPENSE

Plant at least enough Hearts of Gold this Spring for home use and if you don't say they are the finest cantaloupes you have ever eaten we will refund your money.

The Price of Morrill's Genuine Hearts of Gold Cantaloupe Seed is as follows: 1 pound seed for 1 acre, \$4.00; ½ pound, \$2.50; ¼ pound, \$1.50; 2 ounces seed for home garden, \$1.00.

GENUINE SEED CANNOT BE BOUGHT FOR LESS. ORDER YOURS TODAY AND ENJOY AMERICA'S FINEST CANTALOUPE THIS YEAR. CULTURAL INSTRUCTIONS FREE WITH EVERY ORDER.



Emlong's Fruit Collections

AT SPECIAL LOW PRICES

Why not decide right now to have a bountiful supply of home grown fruit. Here and there around your home are several vacant places that are not producing anything but weeds and if you will devote this space to a few fruit trees or berry bushes you will have in place of the "pesky" weeds and unsightly places a year around supply of the finest fruit you ever ate.

Don't buy fruit or worse still don't get along without it. Just plant a few of our sure to grow trees and plants and you will have fruit to eat and fruit to sell.

We have shown thousands of folks how simple and easy it is to have a bountiful supply of delicious home grown fruit the year around and if you will just take the time to order one or more of the collections below we will do the same for you.

☐ APPLE TREE BARGAIN

- 3 Delicious
- 2 Early Harvest
- 3 Jonathan
- 2 Grimes Golden

Ten 3 to 5 ft. trees, \$2.55

Ten 4 to 6 ft. trees, 3.65

☐ PEACH TREE BARGAIN

- 3 Elberta
- 2 Rochester
- 2 Belle of Georgia
- 3 J. H. Hale

Ten 3 to 5 ft. trees, \$2.15

Ten 4 to 6 ft. trees, 2.85

☐ ASSORTED TREE BARGAIN

- 2 Abundance Plum
- 2 Bartlett Pear
- 2 Black Tartarian Cherry
- 2 Montmorency Cherry

Eight 3 to 4 ft. trees, \$2.85

Eight 4 to 6 ft. trees, 3.95

☐ FRUIT COLLECTION No. 1

- 6 Early King Red Raspberry
- 6 Cuthbert Red Raspberry
- 6 St. Regis Everbearing Raspberry
- 6 Eldorado Blackberry
- 6 Cumberland Black Raspberry

ONLY \$1.50

☐ FRUIT COLLECTION No. 2

- 12 Latham Red Raspberry
- 12 Victory Red Raspberry
- 12 Honeysweet Black Raspberry
- 12 Alfred New Blackberry
- 12 Lucretia Dewberry
- 6 Concord Grape

SPECIAL PRICE ONLY \$3.85

☐ FRUIT COLLECTION No. 3

- 25 Latham Red Raspberry
- 25 Early King Red Raspberry
- 25 Mersereau Blackberry
- 25 Cumberland Black Raspberry
- 6 Concord Grape Vines
- 6 Niagara Grape Vines

SPECIAL PRICE ONLY \$4.95

Gentlemen:—

For the enclosed remittance send me at proper planting time the fruit collections checked (X) above.

My Name

Town County

State Street or R. F. D.

No discount allowed on special collections. (SEE OTHER SIDE).

EMLONG'S QUALITY TREES

BUDED FROM BEARING ORCHARDS—COST NO MORE—THEY DO MORE

Every Tree is Guaranteed True to Name

Emlong customers get what they want—and when you order a Jonathan Apple, from us, an Elberta Peach, Bartlett Pear, Monarch Plum, Montmorency Cherry, or any other variety, you'll get just what you order and not some worthless variety. Our stock is all budded from bearing trees that are healthy, vigorous and productive. That's the kind of stock you want.

When You Buy From Us You Save Half

The best stock that money can buy, at a fair and square price, is what you get when you buy from us. This catalog is our only salesman and it tells the truth about **EMLONG QUALITY** and **EMLONG SERVICE**. When you buy direct from the grower there are no middlemen to pay, and another big advantage is that every plant and tree will be fresh dug and shipped direct to you.

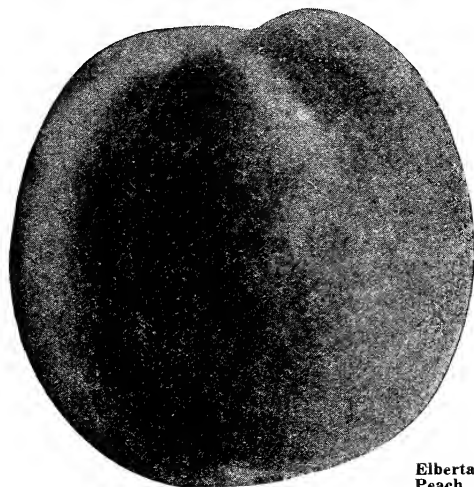
Peach Trees—25c Each

ELBERTA. The standard commercial variety wherever Peaches are grown. Succeeds everywhere and believed by many growers to be the best all-around Peach. Tree a vigorous, thrifty grower. Fruit large, yellow; flesh pale yellow, tender and juicy. A great cooking, eating and market variety.

ROCHESTER. Early midseason. Color lemon-yellow, blushed with deep dark red; skin thick, tough, a good shipper. Flesh yellow, juicy, tender and melting. Sweet, fine flavor; quality good.

J. H. HALE. A fine variety; tree perfectly hardy. Fruit extra large, ripens about a week earlier than Elberta. Quality and flavor of the best. Color a beautiful golden yellow with deep carmine blush.

EARLY ELBERTA. Larger than Elberta, though identical in shape; bright yellow with red blush, flesh yellow, finer grained and sweeter than Elberta, and ripens a week to ten days earlier. An excellent home or shipping Peach. Tree a strong grower, hardy and prolific bearer.



Elberta Peach.

We Are Members

American Association of Nurserymen
Michigan Association of Nurserymen

THIS GROWER KNOWS

Henry Emlong & Sons:

It may interest you to know that the Peach trees I bought of you folks four years ago produced a fine crop this season. The same year I bought trees from two tree salesmen, also a southern nursery, some of these trees were a complete failure and the best of them have produced only about one-half as much fruit as your trees.

FRANK DINSMORE,
Missouri.

BELLE OF GEORGIA. Very large, skin white with red cheek; flesh white, firm; quality and flavor excellent. Tree a rapid grower and very productive.

YELLOW ST. JOHN. The finest early yellow freestone. The large, round, showy fruit always attracts attention. An extra fine dessert Peach, and profitable for market.

WILMA. The fruit is fully as large as Elberta (its parent), not quite so elongated; color and quality very much better and ripens about ten days later. Tree thrifty, vigorous, hardy and productive.

CRAWFORD'S EARLY. A large yellow Peach of splendid quality; strong grower and prolific fruiter.

CRAWFORD'S LATE. A superb yellow Peach of extra large size and excellent quality. A great producer; one of the finest late varieties.

PRICES ALL VARIETIES

	Each	10	50	100
One-year, 3 to 5 ft. trees.....	\$0.25	\$2.25	\$10.50	\$20.00
One-year, 5 to 6 ft. trees.....	.40	3.50	15.00	28.00

Notice: The 3 to 5 ft. trees can be shipped by parcel post, the large trees by express only.

Apple Trees—30c Each

SUMMER APPLES

EARLY HARVEST. Tree healthy, vigorous and a good bearer. Fruit medium sized, skin smooth and a clear waxy yellow, rarely blushed. Flesh tender, juicy, acid to sub-acid; flavor good.

YELLOW TRANSPARENT. One of the best early Apples. Fruit medium; smooth, transparent skin, clear white becoming pale yellow when fully ripe; flesh white, tender, fine grained, splendid quality.

FALL AND EARLY WINTER APPLES

WEALTHY. Succeeds everywhere, tree vigorous and extremely hardy, an early and abundant bearer. Medium size, round; skin smooth, light yellow, nearly covered with dark red; flesh white, fine, juicy and sub-acid; one of the best and finest Apples grown.

STAYMAN'S WINESAP. A profitable market variety and fine for home use. Fruit large, bright red color, very productive and best quality. The tree is a vigorous grower and adapts itself to all soils and climates.

GRIMES GOLDEN. One of the most popular Apples. Tree a strong, thrifty grower. Fruit medium to large; flesh yellow, firm, very fine grained, juicy, sub-acid flavor; fine quality. Excellent for eating, cooking or market.

WINTER APPLES

JONATHAN. Bears young and is a big producer. Fruit very attractive, bright red, quality of the finest, flavor of the best. Flesh tender, crisp and juicy, with a smooth and glossy skin that makes it a big seller everywhere.

SUCCESS AFTER MANY FAILURES

Was out to the farm yesterday and although I am not much of a hand at writing letters, feel that I must let you know how much I am pleased with the fruit trees you sent me last Spring. Many of these trees are ten feet high and more than three inches in diameter. This probably will not surprise you but this growth has been a revelation to me as I have spent a small fortune trying to get an orchard started but nothing but failures until I planted your Northern grown stock.

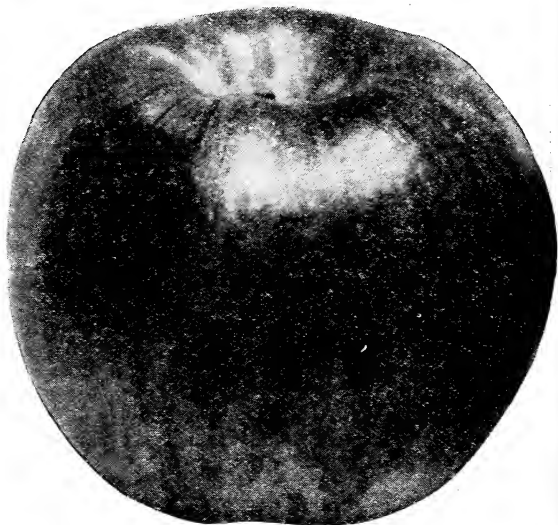
C. A. SPILGER,
Meadowbrook Farm, Kentucky.

"MADE A WONDERFUL GROWTH"

The 300 Apple, Peach and Cherry trees I purchased from you three years ago were the finest lot of trees I have ever seen. Large, stocky and well rooted. It has been a pleasure to watch them grow and every tree is true to name. Some of them bore the first season.

MARSHALL BROS., Illinois.

Per Geo. Marshall.



Northern Spy Apple.

DELICIOUS. Our stock is guaranteed genuine "TRUE DELICIOUS." Undoubtedly the most popular of all Winter Apples. The trees bear young and regularly. Very healthy and productive, perfectly hardy. In flavor it has no equal, keeps well and commands top prices everywhere. Fine for eating, cooking, market.

McINTOSH. Large, deep crimson; beautiful. Tree hardy and vigorous. Flesh pure white, crisp and tender. A prolific, reliable producer.

GREENING. Fruit large, greenish yellow, fine grained. The tree is very hardy, vigorous, upright and bears young. A good keeper and excellent for cooking.

BALDWIN. A large, dark red Apple; sub-acid, good flavor. Tree hardy, vigorous, productive. Excellent for eating, cooking and market.

NORTHERN SPY. Large, striped red; flavor rich, mild sub-acid, fine. Keeps through Winter and late Spring.

WINTER BANANA. Fine, late Winter baking Apple. Light yellow, flesh pure white, fine grained, sweet and good.

CRAB APPLES

HYSLOP. Tree bears young, fruit large, nearly round; skin smooth, dark, rich red on yellow. Flavor very good.

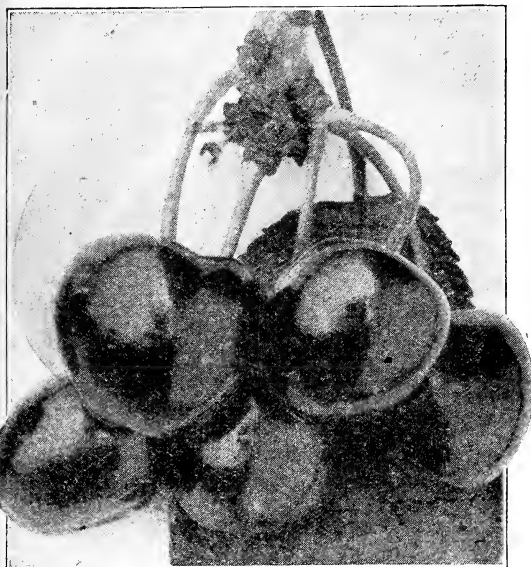
TRANSCENDENT. A large tree and a very strong grower, succeeds everywhere, an abundant bearer; fruit large, round, smooth; rich yellow shaded red.

PRICES ALL VARIETIES

	Each	10	50	100
One-year, 3 to 5 ft. trees.....	\$0.30	\$2.85	\$13.25	\$25.00
Two-year, 5 to 6 ft. trees.....	.45	4.00	19.00	35.00

Notice: The 3 to 5 ft. trees can be shipped by parcel post in small lots, the large trees by express only.

Cherry Trees—40c Each



Bing Cherries.

SCHMIDT. A splendid market Cherry, because of its attractiveness and all-around good qualities. A big producer of extra large Cherries; rich deep crimson color; tender, juicy and extra well flavored. Sweet.

PRICES ALL VARIETIES

	Each	10	50	100
One-year, 3 to 4 ft. trees.....	\$0.40	\$3.85	\$18.25	\$35.00
Two-year, 4 to 6 ft. trees.....	.60	5.50	26.50	50.00

WINDSOR. Exceedingly valuable for late market and home use. A fine, large, dark red Cherry that hangs on a long time and rots but little. The flesh is remarkably firm and good. Sweet.

BING. The grand new sweet Cherry; originated in Oregon. Flesh very solid, flavor of the very highest quality. A fine shipper; perfectly hardy and very prolific. Sweet.

BLACK TARTARIAN. Tree perfectly hardy, a vigorous grower, thrives everywhere; very productive. Fruit very large, bright purplish black; juicy, sweet, rich, excellent flavor and quality; fine for eating, canning or market. Sweet.

NAPOLEON. Sometimes called Royal Anne. A beautiful Cherry of large size; pale yellow, with bright red cheek; flesh firm, juicy and sweet; one of the best Cherries for eating, canning or market.

LARGE MONTMORENCY. A beautiful, extra large, red, sour Cherry. Fruit larger and firmer than Richmond; ripens about ten days later. A strong grower, absolutely hardy, bears young and a sure cropper. There is a big demand everywhere for this fine Cherry.

EARLY RICHMOND. The earliest and most popular sour Cherry grown; one of the most popular and valuable of the acid varieties. Fruit medium size, dark red, melting and juicy; unsurpassed for cooking and canning. Tree slender growing; exceedingly productive, very hardy, as it will stand the most severe Winter.

EVERY ONE GROWS GENTLEMEN:—

I will have a big club order for your fine trees next Spring, as my neighbors and friends, who have seen my trees, want to plant some of their own. We could never get Cherries to grow in this locality before, but yours have made a wonderful growth.

FRANK B. DIXON, Kentucky.

THRIFTY, HEALTHY TREES

Henry Emlog & Sons:—

I have been advised by our County Agent that your firm is dependable and have healthy, vigorous trees. I have thrown away a lot of money on worthless trees, but have decided to try once more, so please send catalog and prices.

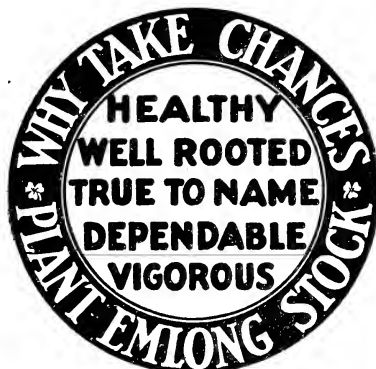
J. F. WILKINSON, New York.

Quinces

ORANGE. The finest Quince grown. Trees bear young and are very productive. Fruit large, orange-shaped and of excellent flavor. Orange is the best known and best liked of all varieties. 2 yr., 4 to 6 ft., 75c each; 10 for \$7.00.

Apricots

SUPERB. Medium size; light salmon with slight blush; flesh firm and solid, and excellent flavor. Grows large and spreading; very hardy and productive. 2 yr., 4 to 6 ft., 60c; 10 for \$5.00.



Plum and Pear Trees—40c Each

Pear Trees

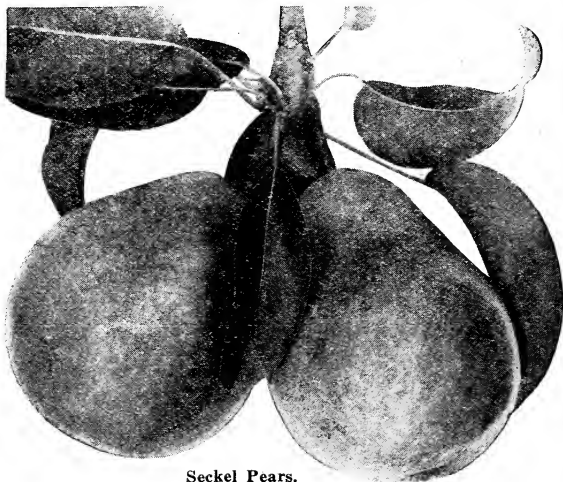
BARTLETT. Undoubtedly the finest Pear grown. A big producer; ripens early. Golden colored with red cheek; flavor and quality the best.

KIEFFER. This is the well known canning Pear; a big producer and sure cropper; hardy, prolific; fruit large, yellowish, good quality.

SECKEL. This is the small, rich, sweet Pear, so widely grown for preserving and home use; succeeds everywhere and a big sure cropper.

CLAPP'S FAVORITE. Tree hardy, vigorous and upright grower. Fruit large and fine looking; flesh juicy, sweet and rich.

SHELDON. Large, yellow, with beautiful red cheek; flesh a little coarse, melting, juicy and crisp. Tree vigorous and productive.



Seckel Pears.

Plum Trees

ABUNDANCE. One of the best; tree a rapid grower, healthy and bears young; very productive. Fruit medium size, a rich bright cherry-red; flesh light yellow, juicy and tender, tree vigorous and hardy.

GERMAN PRUNE. Medium oval; purplish blue, rich, juicy and of high flavor; tree vigorous and productive; good for drying or canning.

BURBANK. Medium to large; orange-yellow, dotted and marbled with red; flesh meaty, yellow, sweet and good; valuable for canning and a good market Plum.

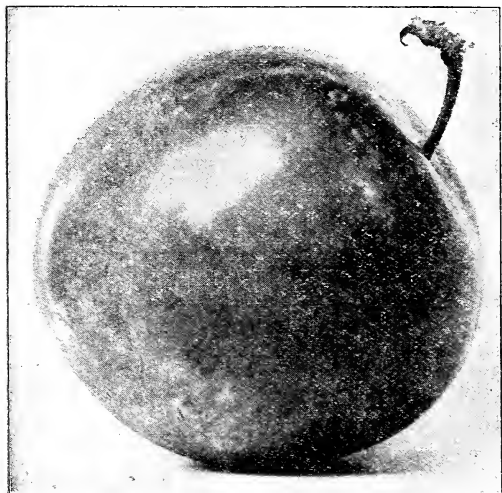
MONARCH. Large, nearly round, dark purple, juicy and sweet. A splendid shipper and good market variety; tree vigorous and very productive.

SHROPSHIRE DAMSON. One of the favorite Damsons. Fruit oval; tree a good grower and enormously productive; fruit of medium size produced in thick clusters or groups, dark purple color, esteemed for preserving.

YELLOW EGG. Golden yellow covered with thick bloom. Flesh golden yellow. Rather juicy. Tree large, very productive.

GREEN GAGE. Rather small, round, surface green, becoming yellowish green, usually with reddish brown dots and network at base. Flesh pale green, melting, juicy, sweet and rich, and unequalled in flavor.

EVERY TREE GROWS.
Gentlemen:—
I planted a small orchard a few years ago and am proud to say that every one of the 164 trees bought from you folks has made a splendid growth. The Bartlett and Seckel Pears, also the Abundance and Yellow Egg Plums, have done especially well, and I am looking for a good crop next year. Fruit is in big demand here and prices are high.
GEO. CLAWSON, Ohio.



Monarch Plum.

PRICES ALL VARIETIES	Each	10	50	100
One-year, 3 to 4 ft. trees.....	\$0.40	\$3.85	\$18.25	\$35.00
Two-year, 4 to 6 ft. trees.....	.60	5.50	26.50	50.00

Notice: The 3 to 4 ft. trees can be shipped by parcel post, the larger trees by express only.



LOOK! BIG SHRUB BARGAINS

Never again will you have an opportunity to "doll up" your yard at these money saving prices. As we have a big supply of the popular shrubs described here we have priced them low and if you will look up the prices others are asking for this stock you will realize how important it is to get your order in quick as our supply will go fast.

On account of our low prices don't confuse this stock with the spindling plants sent out by some nurseries. It is all stocky, branched, well rooted 2- and 3-year field grown and will give an immediate effect.

Spirea Van Houttei

Commonly called "Bridal Wreath." This is the most popular of all shrubs. During May and June the branches are a mass of flowers, and the dark green foliage gives a beautiful effect until Winter. Thrives equally well in shade or hot sun. Price, 15c each; 10 for \$1.00; 3-yr. bushes, 35c each.

Hydrangea

Hydrangea P. G. is one of the finest and most popular shrubs grown today. Blooming profusely, as it does from August until Winter, it is extremely showy. It is absolutely hardy, thrives in any soil and our strong plants will bloom the same season they are planted. Our price, 35c each; 3 for 85c; 6 for \$1.50.

California Privet

California Privet has long been recognized as one of the very best plants for hedge purposes—remarkable for its dark green glossy foliage; quick strong growth and freedom from insects and scale. Price, 10 for 75c; \$5.00 per 100.

Snowball

An extremely handsome shrub, with beautiful foliage and snowy white flowers, borne in large clusters. Flowers are radiant and appear in numerous white balls. An old-time favorite; one of the best of the flowering shrubs. Price, heavy, 3-year plants, 50c each; 3 for \$1.25.

Syringa or Mock Orange

A tall, vigorous and hardy bush. Produces a mass of white flowers in May, resembling orange blossoms, deliciously fragrant and fine for cutting. One of the best flowering shrubs; foliage very attractive. Price, strong, 3-year plants, 35c each; 3 for \$1.00.

Althea - Rose of Sharon

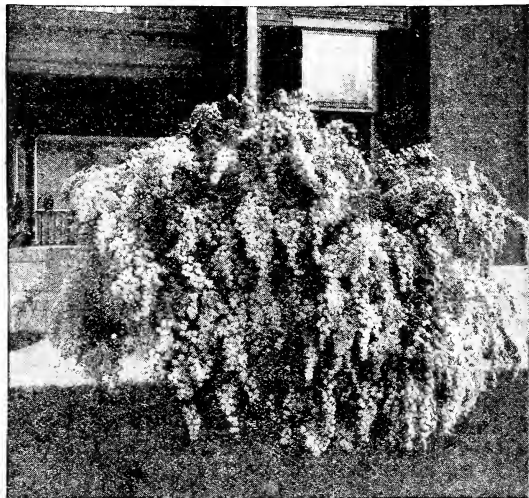
We offer the tree form, which is most desirable. Perfectly hardy and adapted to all soils. Flowers in great profusion in midsummer and continues until Fall. They attain a height of 5 to 8 feet, very beautiful. We offer the Double Red, Double White, Double Pink, and Double Purple. Price, extra heavy trees, 75c each; 3 for \$2.00.

Bechtel's Flowering Crab

This is without doubt the most beautiful of all the flowering Crabs; tree of medium size, covered in early Spring with large, beautiful, fragrant flowers of a delicate pink color. Very popular, as it is perfectly hardy and blooms young. Price, strong, 3-year trees, 75c each; 3 for \$2.00.

Amor River Privet

This is the hardest of all Privets and especially desirable for hedge planting in the North. It is not subject to blight and the beautiful dark green foliage is retained very late in the Fall. Price, 10 for \$1.00; \$6.50 per 100.



Spirea Van Houttei.

Japanese Barberry

This is the Improved Thunberg's Barberry that is entirely free from rust and will pass inspection in any state. This is a beautiful plant, equally attractive in group planting, hedges or singly. Foliage a brilliant green, tinted a reddish bronze. The branches are loaded with scarlet berries that are retained during the Winter. Price, 15c each; 8 for \$1.00; \$12.50 per 100.

Butterfly Bush - Buddleia

This comparatively new shrub has attracted more attention than any other recent introduction. Its graceful, drooping habit of growth is very beautiful. Flowers are borne in great profusion on every tip of new growth; blooms midsummer until Fall. Price, first class, heavy, 2-year plants, 40c each; 3 for \$1.10.

Forsythia - Golden Bell

One of the earliest shrubs to bloom in Spring-time. The long branches are covered with golden yellow flowers before the leaves appear. Grows well in shade or sun. The foliage is a beautiful dark green. Price, heavy, 2-year plants, 35c each; 3 for \$1.00.

Spirea Anthony Waterer

Very effective for mass plantings, the crimson flowers and variegated foliage making a beautiful contrast with other shrubs. Flowers last several weeks. Price, heavy, 3-year plants, 40c each; 3 for \$1.10.

EM LONG'S 1928 PRICE LIST

Discount For Early Orders. We allow a 7% cash discount on orders received during January; 5% on February orders and 2% on March orders. This discount applies only when cash in full accompanies order. See back of order sheet for INFORMATION REGARDING PARCEL POST SHIPMENTS.

STRAWBERRIES (More than 400 at 1000 rate)

	25	50	75	100	200	300	400	1000
SENATOR DUNLAP	\$0.25	\$0.45	\$0.65	\$0.75	\$1.35	\$1.70	\$1.85	\$4.00
GIBSON	.25	.45	.65	.75	1.35	1.70	1.85	4.00
DR. BURRILL	.30	.50	.70	.85	1.50	2.00	2.35	5.00
EATON	.30	.50	.70	.85	1.50	2.00	2.35	5.00
PREMIER	.40	.65	.85	1.00	1.65	2.25	2.65	5.50
AROMA	.40	.65	.85	1.00	1.65	2.25	2.65	5.50
COOPER	.50	.75	1.00	1.25	2.00	2.75	3.50	8.00
PEARL	.50	.75	1.00	1.25	2.00	2.75	3.50	8.00
CHAMPION EVERBEARING	.75	1.25	1.65	2.00	3.50	4.35	5.25	12.00
PERFECTED MASTODON	1.00	1.75	2.25	2.75	4.75	6.50	7.75	16.85

RED RASPBERRIES

	12	25	50	75	100	200	300	400	500	1000
EARLY KING	\$0.60	\$1.00	\$1.85	\$2.45	\$3.00	\$5.00	\$6.75	\$8.25	\$9.50	\$18.00
CUTHBERT	.60	1.00	1.85	2.45	3.00	5.00	6.75	8.25	9.50	18.00
VICTORY	.75	1.25	2.00	2.65	3.25	6.00	8.25	10.25	12.00	22.50
LATHAM	1.00	1.65	2.75	3.80	4.50	8.25	12.00	15.00	17.50	35.00
OHTA	.75	1.25	2.00	2.65	3.25	6.00	8.25	10.25	12.00	22.50
ST. REGIS	.75	1.25	2.00	2.65	3.25	6.00	8.25	10.25	12.00	22.50

BLACK RASPBERRIES

	12	25	50	75	100	200	300	400	500	1000
CUMBERLAND	\$0.60	\$1.00	\$1.75	\$2.15	\$2.50	\$4.50	\$5.85	\$7.50	\$8.50	\$16.00
PLUM FARMER	.60	1.00	1.75	2.15	2.50	4.50	5.85	7.50	8.50	16.00
WINFIELD	.85	1.25	2.25	2.90	3.50	6.75	8.50	11.25	13.00	25.00
HONEY SWEET	1.00	1.50	2.75	3.75	4.50	8.25	11.00	13.50	15.00	30.00
KANSAS	.75	1.15	2.00	2.65	3.00	5.00	6.75	8.50	9.50	18.00
COLUMBIAN	1.00	1.50	2.75	3.75	4.50	8.25	11.00	13.50	15.00	30.00

BLACKBERRIES AND DEWBERRIES

	12	25	50	75	100	200	300	400	500	1000
Sucker Plants—										
ELDORADO	\$0.65	\$1.10	\$2.00	\$2.50	\$3.00	\$5.00	\$6.50	\$8.00	\$9.00	\$18.00
MERSEREAU	.75	1.15	2.00	2.60	3.00	5.00	6.75	8.25	10.00	20.00
Root Cutting Plants—										
ELDORADO	.75	1.15	2.00	2.60	3.00	5.00	6.75	8.25	10.00	20.00
MERSEREAU	.85	1.25	2.25	2.90	3.50	6.75	8.50	11.25	13.00	25.00
BLOWERS	.85	1.25	2.25	2.90	3.50	6.75	8.50	11.25	13.00	25.00
ALFRED	1.00	1.75	3.25	4.25	5.50	10.00	13.50	17.00	20.00	40.00
LUCRETIA DEWBERRY	.75	1.15	2.00	2.65	3.00	5.00	6.75	8.50	9.00	18.00

GRAPE VINES (325 or more at 1000 rate)

	Each	6	12	25	50	100	200	300	1000
CONCORD, 1-yr. XXX	\$0.10	\$0.50	\$0.80	\$1.25	\$2.00	\$3.50	\$6.50	\$8.00	\$22.50
CONCORD, 2-yr. XXX	.15	.75	1.25	1.75	3.00	5.00	9.00	12.00	35.00
NIAGARA, 1-yr. XXX	.12	.60	1.00	1.60	2.75	5.00	9.00	11.00	35.00
NIAGARA, 2-yr. XXX	.15	.85	1.50	2.50	4.00	7.00	12.00	16.50	50.00
MOORE'S EARLY, 1-yr. XXX	.12	.60	1.00	1.60	2.75	5.00	9.00	11.00	35.00
MOORE'S EARLY, 2-yr. XXX	.15	.85	1.60	2.75	4.50	8.00	14.00	19.50	60.00
CAMPBELL'S EARLY, 1-yr. XXX	.15	.85	1.60	2.75	4.50	8.00	14.00	19.50	60.00
WORDEN, 1-yr. XXX	.12	.60	1.00	1.60	2.75	5.00	9.00	11.00	35.00
DELAWARE, 1-yr. XXX	.15	.85	1.60	2.75	4.50	8.00	14.00	19.50	60.00
LUCILE, 1-yr. XXX	.20	1.00	1.85	3.50	6.00	10.00			
CHAMPION, 1-yr. XXX	.10	.50	.90	1.50	2.75	5.00	9.00	11.00	35.00

CURRENTS AND GOOSEBERRIES

	Each	6	12	25	50	100	200	300
LONDON MARKET CURRANT	\$0.15	\$0.75	\$1.25	\$2.50	\$4.50	\$8.00	\$15.00	\$20.00
PERFECTION CURRANT	.20	1.00	1.75	3.00	5.50	10.00	18.50	25.00
WILDER CURRANT	.15	.75	1.35	2.50	4.50	8.00	15.00	20.00
FAY'S PROLIFIC CURRANT	.15	.75	1.35	2.50	4.50	8.00	15.00	20.00
WHITE GRAPE CURRANT	.15	.75	1.35	2.50	4.50	8.00	15.00	20.00
DOWNING GOOSEBERRY	.15	.75	1.35	2.50	4.50	8.00	15.00	20.00
JOSSELYN GOOSEBERRY	.20	1.00	1.75	3.00	5.50	10.00	18.50	25.00
CARRIE GOOSEBERRY	.20	1.00	1.75	3.00	5.50	10.00	18.50	25.00
HOUGHTON GOOSEBERRY	.15	.75	1.35	2.50	4.50	8.00	15.00	20.00

For Prices of Transplanted Raspberries, Blackberries and Grapes See Page 28.

For Prices of Asparagus, Horseradish and Rhubarb Roots See Page 27.

OUR GUARANTEE

We guarantee that every plant, tree, shrub or vine described in this catalog is just as represented—true to name, pure and free from all diseases. We further guarantee that you will get full count and that the stock will reach you in perfect growing condition. 52 years' experience makes this guarantee possible and gives you invaluable protection. We are not satisfied until you are; if any cause for complaint, write us immediately—you will find us anxious to correct any errors on our part.

Parcel Post Shipments

For orders weighing less than 50 pounds we recommend parcel post as it is the safest, quickest and most economical method of shipment. If you reside on a rural route the plants will be delivered to your door; this will avoid delay in planting. We make no extra charge for wrapping or packing parcel post or express shipments. You order your stock at prices quoted in this catalog and when the stock arrives

Pay Mail Carrier or Postmaster Parcel Post Charges

IT IS CHEAPER for you to pay the parcel post charges when you receive the goods, because when you pay a flat rate for postage you usually pay much more than the actual cost, as it is impossible to accurately estimate the weight of fruit plants or other nursery stock.

IT IS SAFER because packages that are sent C. O. D. for the charges are given preference by

postal clerks and will be delivered promptly and in the best possible condition.

IT IS EASIER for you to order because by the old method it was necessary for you to find out which zone you were in, to know how much to include for postage. You now remit only the price of the plants, and when they arrive your postmaster or mail carrier tells you the cost of postage.

Our Prices are Fair and Square

The price of our plants represents the actual cost of growing them plus a small profit for ourselves. We do not prepay transportation charges because if we did it would be necessary to in-

crease our prices and the customer who lived within 500 miles of us would be compelled to help pay the cost of transportation on orders shipped 1500 or 2000 miles.

INSTRUCTIONS FOR ORDERING

WHEN TO ORDER. The sooner the better and as a special inducement to have you send in your order early we allow a discount of 7% on orders received during January, 5% on orders received during February and 2% on orders received during March. This discount applies only when cash in full accompanies the order. It is to our mutual advantage when you order early as it relieves us of office work during the rush season, and as our stock is complete you are certain to find what you want.

HOW TO ORDER. Use order blank (page 37), and be sure to fill this in correctly. We are anxious to give you prompt, efficient service and you can aid us greatly in doing this if you will write your name and address carefully and give the other information called for.

FIGURE PRICES CORRECTLY. For instance, if you order 100 Strawberry plants of three different varieties, 300 plants in all, you must figure them at the 100 rate and not at the 300 rate. Or if you order ten fruit trees of ten different varieties you must figure them at the each rate and not at the ten rate. This will save delay and unnecessary correspondence.

HOW TO SEND MONEY. Our terms are cash, or when orders amount to \$10.00 or more we will book the order with a cash payment of one-fourth the amount and balance can be sent any time before shipment. Remittance may be made by check, bank draft, postal or express money orders or cash in registered letters. We acknowledge orders the same day they are received.

OUR SHIPPING SEASON. Owing to our ideal soil and location we can make shipment usually a week sooner than other Michigan Growers, usually beginning about March 20, and continuing until June. In the Fall our stock is fully matured by October first and we can ship during October and November.

PROMPT SERVICE—QUICK DELIVERY. We are equipped to handle hundreds of orders every 24 hours and as we are only 70 miles from Chicago where quick transfer is made to all railway lines East, West, and South, you are assured prompt service and delivery when you deal with us.

NO CHARGE FOR PACKING. We make no charge for wrapping and packing which is done in the best possible manner by trusted men of long experience. Plenty of damp moss is used so that the stock will reach you in perfect growing condition.

ALL STOCK TRUE TO NAME. As our stock is all labeled when dug it is practically an impossibility to send you stock that is not true to name. However, should such a mistake occur we will replace same free of charge or refund your money. Your order is accepted with the understanding that in no case will we be held liable for more than the original purchase price.

IN CASE OF ERROR OR SHORTAGE. Notify us immediately as we are not satisfied until you are. As soon as you receive your order check it over and if not correct notify us immediately advising number of packages or crates received.

Want a Present? Then Read This

When ordering send us the names and addresses of your friends who you think would be interested in our catalog, we will gladly send them a copy and to repay you for this favor we will include a nice present in your order.

PLEASE NOTICE. Send us only the names of persons who have farms or homes who you think will plant Nursery Stock. We are on the square with you and want you to be the same with us.

Name	Address	R. F. D. or Street.....
Name	Address	R. F. D. or Street.....
Name	Address	R. F. D. or Street.....
Name	Address	R. F. D. or Street.....
Name	Address	R. F. D. or Street.....

America's Finest Gladioli at Bargain Prices

No garden is complete without some of these glorious summer-flowering bulbs. "Glads" are easy to grow and bloom continuously from July until frost. They will thrive on any good garden soil and planting can be done as soon as frost is fully out of the ground in Spring. Plant the bulbs about four inches deep and four to six inches apart.

The bulbs we offer are strictly first class, large flowering size and every one of them will bloom this Summer.

ALICE TIPLADY. A deep orange saffron shading to buff in throat. One of the very best orange colored gladioli. 50c per doz.; \$3.50 per 100.

AUTUMN QUEEN. Creamy pink with bright red blotch on lower petal. 50c per doz.; \$3.50 per 100.

CRIMSON GLOW. A wonderful big glistening deep red. Tall spikes and a splendid type of flower. \$1.00 per doz.; \$5.50 per 100.

GOLDEN MEASURE. Flowers golden yellow, closely spaced on spike. A strong, tall grower. \$1.00 per doz.; \$5.50 per 100.

MARY PICKFORD. Soft creamy white, throat lemon-yellow. Many blooms open at same time. 50c per doz.; \$3.50 per doz.

MRS. FRANK PENDLETON. A large rosy pink with red blotch in throat. A long, prolific bloomer. 50c per doz.; \$3.50 per 100.

These Are Our Six Favorite "Glads"

The following six varieties make a wonderful showing when grown together and cover an unusually long blooming season.

Flowering six bulbs, all varieties named below: 60c per doz.; \$1.00 for 25; 50 for \$1.75; \$3.00 per 100.

Mrs. Francis King. Brilliant scarlet.

Schwaben. Golden yellow.

Chicago White. Finest pure white.

Principine. Magnificent red.

Anna Eberius. Rich purple.

Evelyn Kirtland. Marvelous pink.

☐ Offer No. 1

3 bulbs each of the above
six varieties. 18 in all.

\$1.00

☐ Offer No. 2

5 bulbs each of the above
six varieties. 30 in all.

\$1.50

☐ Offer No. 3

10 bulbs each of the above
six varieties. 60 in all.

\$2.50

☐ Our Special Supreme "Glad" Mixture. 30 Bulbs, All Colors, \$1.00.

Gentlemen:—

For the enclosed remittance send me at proper planting time the items checked (X) above.

My Name

Town County

State Street or R. F. D.

No discount allowed on special collections. (SEE OTHER SIDE).

Beautify Your Home With Roses

No other class of ornamentals will give you so much satisfaction as the beautiful, gorgeous rose. The blooms the first season will repay you many times for the time and money expended.

☐ GOLD MEDAL ROSE COLLECTION

Here is a real bargain and you would pay Nursery Salesmen, Florists, and many Nurserymen \$10.00 to \$25.00 for this collection we offer for only \$4.45. These are all 2-year field-grown bushes that will bloom this season.

- | | |
|-------------------------------|---------------------------------|
| 2 American Beauty. Best pink. | 2 Gruss an Teplitz. Fiery red. |
| 2 General Jack. Immense red. | 2 Mrs. Aaron Ward. Best yellow. |
| 2 Druschki. Marvelous white. | 2 Paul's Scarlet. Best climber. |

12 FIELD-GROWN BUSHES ONLY \$4.45

☐ SUPREME ROSE COLLECTION

- | |
|-----------------------------|
| 2 General Jacqueminot. Red. |
| 2 Frau K. Druschki. White. |
| 2 American Beauty. Pink. |

6 LARGE BUSHES ONLY \$2.45

☐ CLIMBING ROSE COLLECTION

- | |
|-------------------------------|
| 2 Paul's Scarlet. Fiery red. |
| 2 American Beauty. Deep pink. |
| 2 Crimson Rambler. |

SPECIAL PRICE ONLY \$1.65

Right Here Are the Greatest Shrub Bargains Ever Offered

Here is your opportunity to greatly improve the appearance of those unsightly places at a very small cost. These shrubs are all extra heavy 2- and 3-year field-grown and will give an immediate improvement.

☐ 12 SPIREA VAN HOUTTEI (BRIDAL WREATH), ONLY \$1.00.

☐ 5 HYDRANGEA PANICULATA GRANDIFLORA, ONLY \$1.00.

☐ 8 BARBERRY THUNBERGI (JAP. BARBERRY), ONLY \$1.00.

☐ THE COMPLETE PLANTING, ABOVE 25 SHRUBS ONLY \$2.65.

Gentlemen:—

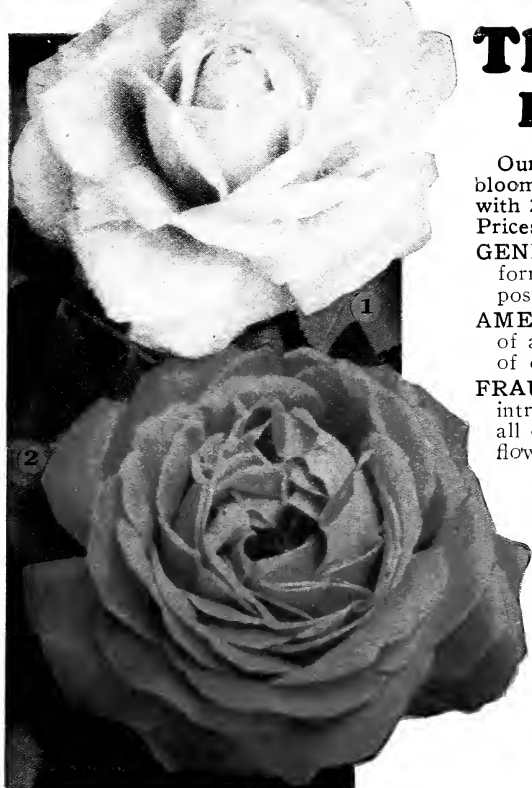
For the enclosed remittance send me at proper planting time the items checked (X) above.

My Name

Town County.....

State Street or R. F. D.....

No discount allowed on special collections. (SEE OTHER SIDE).



1. Frau Karl Druschki.

2. General Jacqueminot.

These Hardy Roses Bloom This Summer

Our hardy field grown Roses planted this Spring will bloom all Summer, because they are sturdy, well rooted, with 20 to 30 inch well branched tops. Each 3 10
Prices all varieties.....\$0.50 \$1.35 \$4.00

GENERAL JACQUEMINOT. Fiery red, magnificent form and color. One of the most profuse bloomers, possessing rich fragrance.

AMERICAN BEAUTY. The best known and most prized of all American roses. Deep pink approaching crimson, of exquisite form and fragrance, and large size.

FRAU KARL DRUSCHKI. The finest white rose yet introduced. Sometimes called Snow Queen. Loved by all on account of the extra large, perfectly formed white flowers.

MAGNA CHARTA. One of the first to bloom and admired everywhere for its bright pink color. A hardy, profuse bloomer of large globular shaped flowers.

GRUSS AN TEPLITZ. Every Rose lover should plant this—as it is one of the freest bloomers, perfectly hardy. Color brilliant crimson.

PAUL NEYRON. Blooms unceasingly from June until November. Flowers large, ruddy pink and beautifully shaped.

ULRICH BRUNNER. Color rich crimson-scarlet, vigorous and hardy. One of the finest for outdoor culture or cut flowers.

MRS. AARON WARD. Color deep golden orange, shading to creamy yellow. Buds deeply cupped.

LADY HILLINGDON. One of the finest both in bud and flower. Blossoms open very double, color a very deep yellow.

"EVERY ONE BLOOMS."

Springfield, Ohio.

The Rose collection you sent me last Spring has made a wonderful growth and every one has bloomed all Summer. Many of my neighbors will order your wonderful roses next Spring.

MRS. J. J. LARSON.

Rambler and Climbing Roses

For the trellis, porch or arbor Climbing Roses produce a wonderful covering of delicate foliage and delightful flowers. They are all very hardy and require very little if any winter protection. If they grow too rank give them a severe pruning which will increase their bloom.

Each 3 10

Price of heavy, well rooted 2-yr. plants..\$0.35 \$1.00 \$2.85

CRIMSON RAMBLER. One of the best, may be used as a climber or in large bush form. Blooms in large clusters, covering the foliage its entire length with beautiful crimson blossoms.

DOROTHY PERKINS. A splendid shell pink climbing rose. A profuse bloomer, flowers large, very double and sweetly scented.

WHITE PERKINS. Similar to Dorothy Perkins except that the flowers are pure white.

CLIMBING AMERICAN BEAUTY. One of the finest of all Climbing Roses. One of the first to bloom, and produces an abundance of fragrant, rich, red flowers. Perfectly hardy.

PAUL'S SCARLET CLIMBER

This is by far the very finest red Climbing Rose in existence. The flowers are large, semi-double and it verifies its name in its intense scarlet coloring. It never fades out in the hot rays of the sun as other climbers do. Blooms very long, holding its flowers after many of the June bloomers have dropped their petals.

Price: Strong 2-yr. plants, 40c each; 3 for \$1.00: 10 for \$3.00.



Paul's Scarlet Climber.



Barbank Plum

*Black Tartarian
Cherry*

*Montmorency
Cherry*

Bartlett Pear

Yellow Egg Plum

Elberta Peach

German Prune Plum

Clapp's Favorite Pear

Jonathan Apple

Hale Peach

Rochester Peach

Superb Apricot

*Grimes Golden
Apple*

Delicious Apple